Automotive News

APRIL 20, 1992

Entire contents © 1992, Crain Communications, Inc. Use of editorial content without permission is strictly prohibited.
$75/YEAR; $2/COPY

late news

Allante price climbs 4.9%

DETROIT — The 1993 Cadillac Allante roadster will carry a sticker of $59,975, up 4.9 percent from $57,170 for the 1992 version.

The 1993 model, which goes on sale April 23, will feature Cadillac's new four-camshaft, 32-valve, 290-horsepower Northstar V-8 engine.

The car is rated at 14 mpg city and 21 mpg highway, subjecting it to a $1,700 gas-guzzler tax. The tax is not included in the sticker price. The gas-guzzler tax was $1,300 on the 1992 Allante.

An Allante will pace the 76th Indianapolis 500 May 26.

Chevy revises incentive plan

Chevrolet's customer rebate program, which was to expire May 4 on 1991 models and June 4 on 1992 models, has been revised for the second time since it was announced in late January.

Cadillac and American Isuzu Motors Inc. announced new incentives on their vehicles, and Ford Motor Co. wants to put college graduates on the road with a new incentive program.

Chevrolet's customer rebates range from $500 to $1,000 on 1991 and 1992 cars and from $400 to $1,000 on 1991 and 1992 trucks.

The following rebates

see LATE NEWS, 2

EPA plans pollution trade

Firms buying electric cars may get smokestack break

MAX GATES
Staff Reporter

WASHINGTON — The government's air pollution chief says he wants to trade smokestack emissions for clean cars to help get electric vehicles on the road.

The plan could help the auto industry clear many of the hurdles that stand in the way of widespread use of electric cars and other alternative-fuel vehicles. By giving polluters incentives to invest in non-gasoline-powered vehicles, the EPA hopes to create a market for them and help drive down costs. Wider use among business fleets will help develop an infrastructure for delivering new sources of vehicle power and pave the way for consumer purchases.

"It's a way to make the economics (of alternative-fuel vehicles) work," said William Rosenberg, assistant administrator in charge of the EPA's Air and Radiation Division.

Under Rosenberg's plan, a polluter would be allowed to purchase a fleet of cleaner, alternative-fuel vehicles instead of putting more pollution controls on a smokestack. Or an electric utility might buy batteries for electric vehicles and rent them to the cars' owners. That would make the cars more affordable, and the utility could receive credits for emission reduction.

Rosenberg is in charge of carrying out the 1990 Clean Air Act. In addition to mandating tighter tailpipe controls on all cars in the 1994 model year, the law will require that 150,000 cars annually in California run on reformulated gas or alternative fuels starting in 1996. It also carries clean-fuel mandates for fleets in the nation's 24 smoggiest cities.

Separate rules in California will require progressively tighter controls on emissions. The most stringent phase begins in the 1998 model year, when 2 percent of each maker's fleet must be zero-emission vehicles.

Automakers argue that they have to build the cars, but there is no guarantee that people will buy them. Rosenberg says his plan addresses that problem by giving companies an incentive to put large numbers of alternative-fuel cars on the road. With that, costs will be lower, the infrastructure more advanced and the transition to consumer purchases smoother.

The plan is part of a larger effort to create

see TRADE-OFF, 35

Bigger Brougham

What's heavier than 2.7 Geo Metros, longer than an average run by Barry Sanders and can go more than 500 miles after a single filling? The 1993 Cadillac Brougham, a luxury liner launched in a sea of green vehicles last week at the New York International Automobile Show. See stories on Pages 3 and 4.

Smith makes export sales a GM priority

PHIL FRAME
Staff Reporter

General Motors is expected to quickly impose export sales priorities on North American Operations and consolidate some segments of domestic and overseas operations as part of its new fitness regime.

Company insiders now say new President John F. "Jack" Smith Jr. is unlikely to name a successor to assume overall coordination of the international operations. Smith was vice chairman in charge of international operations when the job of slimming North American Operations was handed to him by the GM board two weeks ago.

Besides eliminating a layer of management, this structure assures

see GM, 36

Jeep dealers fume over mix, shortage of transmissions

MARY CONNELLY
Staff Reporter

Chrysler Corp. and its Jeep-Eagle dealers are squabbling over the mix of old-to-new Jeep Cherokees because a Japanese supplier cannot build enough automatic transmissions to meet demand for the popular sport-utilities.

It is a frustrating situation for Chrysler, which underestimated the popularity of the 8-year-old Jeep Cherokee that is being sold alongside the new 1993 Jeep Grand Cherokee.

Just as Chrysler is unleashing a megawatt advertising campaign for the Grand Cherokee, Jeep-Eagle dealers are asking the company to build more old-style Cherokees.

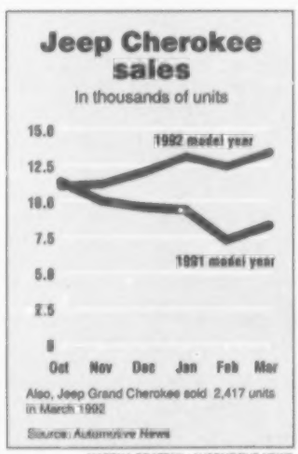
Some Jeep-Eagle dealers have protested to Chrysler officials the company's decision to reduce production of the "classic" Cherokee as it ramps up the build of the Grand Cherokee.

Jeep dealers are clamoring for more Cherokees because, in the midst of a sluggish economy, sales are skyrocketing. Sales in the first three months of the year were up 55 percent over 1991.

Dealers say demand for the sport-utility remains strong despite the entry of the Grand Cherokee.

"The 8-year-old Cherokee just had its best January in two years, its best February in four years and just missed having its best March ever," Lawrence Baker, Jeep-Eagle general manager, said at the New York auto show last week.

U.S. sport-utility sales are strong. Sales in the segment were up 13 percent in the first three months of 1992 compared with one year ago. Sales of the Ford Explorer were up 27 percent in the same period.



MARTHA GRATTAN / AUTOMOTIVE NEWS

But Chrysler can do little with its unexpected showroom star.

Chrysler cannot meet dealer demand for the Cherokee because of a shortage of the four-speed automatic transmission used in both the Cherokee and the Grand Cherokee.

Chrysler cannot build more

see JEEP, 34

GMAC can't explain loss in $436 million floorplan

EDWARD LAPHAM
Managing Editor

General Motors Acceptance Corp. wants to know how its internal controls broke down and allegedly allowed a Port Jefferson, N.Y., dealer to defraud the finance company of $436 million in a complex, phony floorplan scheme.

At the same time, the financing arm of General Motors is trying to reassure dealers and investors that the alleged duping by dealer John McNamara amounts to a one-time, non-recurring loss.

Although GMAC officials eventually uncovered the scheme, in-

see GMAC, 34

Yugo America vanishes

JIM HENRY
Staff Reporter

NEW YORK — Yugo America Inc., named after a country that no longer exists, quietly shut off the lights, locked the doors and filed for Chapter 7 bankruptcy last week.

Yugo said it was withdrawing from the United States, and what assets it has will be sold to raise money toward paying its millions of dollars in debts.

Ray Potts, the Yugo and Peugeot manager at Ken Smith Motors (Yugo-Peugeot-Lincoln-Mercury) in Ridgewood, N.J., said he called on Yugo America last week, only to find the headquarters office in Upper Saddle River, N.J., locked. He said the only activity was a truck hauling a load of parts away from the adjoining Yugo warehouse. The warehouse appeared to him to be empty.

Potts said that a week earlier, a Yugo executive warned him Yugo was in "very grave" con-

see YUGO, 39

Automotive News

MAZDA BAIL OUT
Ford purchase prompted by Japanese bankers. PAGE 4

GREEN BIG APPLE
New York auto show embraces alternative fuels. PAGE 4

GMC SPLITS FIELD SALES
Shuffling separates light- and medium-duty ranks. PAGE 8

BIEBER ADMITS NO DEFEAT
UAW chief vows to keep pressing Caterpillar. PAGE 8

EUROPEAN SALES UP 1%
First quarter buoyed by Italy, France and Spain. PAGE 14

MX-6 MOVES UP MARKET

▲ Redo earns true "sport coupe" designation. PAGE 20

NISSAN SEEKS R&D HELP
Nissan turns to Americans to diversify work force. PAGE 23

AUDI OFFERS NEW LEASE
Southern zone promotes 100S in $319 lease program. PAGE 24

SATURN HITS ITS STRIDE
Dealers have highest sales average in March. PAGE 27

JAPANESE ACCENT FOR GM?
John Smale champions Deming philosophies. PAGE 36

DEALERS UNITE FOR ADS
Campaign promotes GM quality improvements. PAGE 33

DEPARTMENTS	Page
Auction ads	25-27
Classifieds	28-33
Dealers	24
Incentives	38
Keith Crain	12
Letters	12-14
Opinion	12
Service	18
Trucks	16

APRIL TABLES	Page
APRIL 6	
Production, weekly	47
APRIL 13	
Sales, March top 10	45
Sales, March by maker	44
Sales, year to date by maker	44
Sales, domestic car by model	45
Sales, light-truck by model	45
Production, weekly/March totals	49
TODAY	
Sales, import car by model	33
Sales, Canada by make	27
Sales, dealer by make	27
Sales, 10 day by make	37
Sales, truck by gvw	16
Inventory, as of April 1	27
Production, weekly by model	39
APRIL 27	
Sales, 10 day by make	
Production, weekly by model	

66th year—No. 5442
Advertising Production Dept. (313) 446-6063
Circulation Department
In Michigan ..... (313) 446-0480
Outside Michigan 1 800-678-9595
Classified Ad Department ..... (313) 446-6065
Display Ad Department ..... (313) 446-6030
Editorial & Business Offices . (313) 446-6000
AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

JIM DUINNE/POPULAR MECHANICS

Ford's new Tempo

Replacements for the Tempo and Topaz are due for the 1995 model year. These computer-enhanced spy pictures show a grille with large ovoid headlamp units, above. The rear view, right, shows a rounded C-pillar and taillamp treatment similar to the Ford Taurus.

latenews

CONTINUED
from PAGE 1

expire April 30: 1991 Astro, $400; 1992 Astro, $500; 1991 and 1992 C/K pickup extended cab, $400; and 1991 and 1992 G-Van upfit, $1,000.

Rebates of $750 to $1,000 on the 1992 Geo Tracker and $1,000 on the 1992 Geo Metro convertible have been extended through Sept. 23.

Rebates on other Chevrolets expire May 4 on 1991 models and June 4 on 1992 models. In lieu of rebates, consumers may choose 6.9 percent financing for 12- to 48-month contracts.

Cadillac is paying customer rebates of $1,500 on the 1992 Brougham and the 1992 DeVille until June 30.

Through June 30, Isuzu is paying consumer or dealer rebates (dealer's choice) in California and its Southwest region and dealer incentives everywhere else.

The incentives range from $600 to $2,500 on 1990-92 cars; $500 to $1,500 on 1990-92 pickups; and $500 to $1,250 on 1990-92 Rodeos. There is a rebate of $750 on 1990-91 Troopers.

The incentive tables appear on Page 38.

— *Arlena Sawyers*

Nissan recalls 33,000 vans

CARSON, Calif. — Nissan Motor Corp. in U.S.A. is recalling about 33,000 of its 1987-90 vans to repair a cooling system flaw that could result in a fire.

Nissan said a failure in the cooling system could allow coolant to spray on the exhaust manifold, which could cause a fire in the engine compartment.

Production of the van ended in 1990. The recall does not include the Axxess minivan.

5-series wagon debuts in June

NEW YORK — BMW of North America will begin selling its 525i Touring wagon in late June for $38,600.

The price is $3,000 more than the 525i sedan, upon which the new wagon is based. Karl Gerlinger, president and chief executive officer, said BMW hopes to sell 5,000 to 6,000 a year.

Gerlinger said the car is aimed at drivers of minivans or sport-utilities who would sacrifice some space for a sportier driving experience.

The wagon — BMW prefers not to call it a station wagon — shares the 525i sedan's basic chassis, powertrain and exterior dimensions except height.

— *Jim Henry*

Nield retiring from AIAM

WASHINGTON — George Nield, president of the Association of International Automobile Manufacturers for 21 years, will retire Oct. 1.

An engineer by training, Nield, 67, has seen the staff organization grow from three to 16. For years the association served primarily as a conduit for getting U.S. engineering requirements to its 17 European and Japanese automaker members. That changed recently, "when the trade issue reared its ugly head," Nield said.

The association is getting ready to review possible successors, Nield said.

Nield plans to travel and spend more time flying his Cessna 210. "I'm crazy about flying, but the only chance I had was on business trips," Nield said. "Now I'll do it for enjoyment."

— *Max Gates*

TV ads debut for new Jeep

Chrysler Corp. launched its 1993 Jeep Grand Cherokee with prime time TV spots that show off the sport-utility's all-terrain ability in locales around the world.

During yesterday's 8:30 p.m. and 10 p.m. commercial breaks on network and major cable TV stations, viewers saw one of five 30-second spots created for the campaign by Campbell-Mithun-Esty, in Southfield, Mich.

The Grand Cherokee is shown rolling along snow-covered mountains, deserts, rain forests and canyons.

The campaign also includes print and radio spots.

Ford cash helps disabled

DEARBORN, Mich. — Ford Motor Co. is paying $750 to offset installation costs for adaptive driving equipment or wheelchair lifts on new Ford, Lincoln and Mercury cars and light trucks.

The Mobility Motoring program, announced last week, is retroactive to Feb. 15. It ends Sept. 30.

Ford opens recycling center

DEARBORN, Mich. — Just in time for Earth Day, Ford Motor Co. will unveil a major recycling center April 21.

The center, near Ford headquarters, will be capable of processing 50,000 tons of refuse annually and will serve 50 Ford Michigan locations.

Ford officials say the center will reduce the amount of waste sent to local landfills by 50 to 70 percent and save 1 million trees per year.

Alfa account in review

Fiat is reviewing the $45 million Alfa Romeo advertising business across Europe, reports *Advertising Age*.

This is the final phase of an ambitious realignment of the Italian automaker's $565 million European advertising budget.

Alfa Romeo is currently split between WPP Group-owned Conquest Europe of Milan, which handles the business in 11 countries, and BBDO Worldwide, which has Alfa Romeo in Spain and shares the Italian account with Conquest.

An executive familiar with the review said four or five agencies, including both incumbents, have been invited to pitch.

— *Crain News Service*

briefly

Some guys never grow up

If anyone knows that rank has its privileges, it's **Chrysler Corp.** Chairman Lee Iacocca. Iacocca's latest perk is the first production model of the V-10 Dodge Viper. "VIN number one I got," Iacocca said at the New York auto show last Wednesday. "I get it Friday and to hell with the rest of you."

SAY THAT AGAIN? Iacocca has found a new role for himself after he steps down as **Chrysler** chairman Dec. 31. Speaking at the New York show last week, he noted that Robert Eaton will soon take over the day-to-day running of the company. "Then I can really devote time to the trade issue," Iacocca said. Can the war of the words escalate much more?

SHO GOES AUTOMATIC — Taurus SHO enthusiasts are eagerly awaiting their first convention this summer, where they'll get a glimpse of a 1993 SHO prototype. Bill Staib, editor of the *SHO Registry*, says the 1993 model year will include a SHO automatic for the first time, a model he has test driven near the Taurus plant in Atlanta. Staib says the SHO automatic is "real responsive, definitely peppy." He says the automatic has a little less horsepower than the manual but more torque. The convention will be held July 16-19 in Peoria, Ill.

FAMILY FEUD — The sailboat battle for America's Cup is down to the semifinals, pitting Cadillac vs. Chevrolet. Cadillac is a sponsor of Dennis Conner, the perennial sailboat champ, and his *Stars & Stripes*. Chevrolet's Corvette is the official car of *America3*, the Bill Koch entry. While New Zealand and Italy battle to be the challenger, the U.S. boats battle for the right to defend. Says a Chevy spokeswoman proudly: "Whoever wins, a GM division will be backing the American defender."

NEW DIGS — Gerald Greenwald didn't get the job as the next chairman of **Chrysler.** But the one-time heir apparent to Chrysler boss Iacocca has landed new employment. Greenwald is the new president of Toronto-based real estate giant Olympia & York Developments Ltd., the biggest commercial landlord in North America. Greenwald won't have to worry about placing names with faces. Former Chrysler Vice Chairman Robert S. "Steve" Miller Jr., now an investment banker, is leading Olympia's restructuring talks with its bankers.

THE GOOD OL' DAYS — The 15-member board of directors that **General Motors** shareholders will elect next month includes only five who can be considered "insiders." Three are officers of the company (Chairman Robert Stempel, Vice Chairman Robert Schultz and President Jack Smith); one is an alumnus (Roger Smith); and one occupies the "Fisher Body seat" (Detroit banker Charles T. Fisher III). Compare that with the board that greeted Frederic Donner when he became chairman in 1958. The board had 35 members; 12 were GM officers, 11 were retired officers and four represented the duPont family, which owned 23 percent of GM's common stock. John Smale's palace revolt wouldn't have had a chance in those days.

Smale: good timing

GMC splits light, medium field sales

JOSEPH BOHN
Truck Editor

SAN FRANCISCO — GMC Truck is restructuring its field sales operations, primarily to increase the competitiveness of its medium-duty dealers.

Hurd

The reorganization includes splitting light-duty truck sales and service operations from medium-duty operations and creating separate staffs, said Ray Rota, GMC general sales manager, at the American Truck Dealers convention.

GMC has 2,398 light-duty dealers and 648 medium-duty Chevrolet and GMC dealers for whom it handles marketing.

GMC's light-truck sales totaled 71,228 in the first quarter, up 16.8 percent from a year ago. Its light-truck order backlog is the highest in five years.

The division has requested an additional 20,000 units for the 1992-model buildout period, Rota said. But sales gains in the soft medium-duty market have been harder to come by.

Despite increasing its medium-duty market share to 31.2 percent in the first quarter from 22.8 percent a year ago, GMC's medium-duty sales of 30,881 were barely ahead of last year.

GMC wants to increase production at the Janesville, Wis., plant at a time when it faces stiff competition from Freightliner Corp., Ford Motor Co. and Navistar International.

It will do so partly by adding new products at Janesville, such as the "GP" chassis, going into production in August. General Motors plans to produce 8,000 to 10,000 of the new chassis annually.

But dealers are still the key to its competitiveness. In its reorganization, GMC will move a large number of telemarketing people from its headquarters in Pontiac, Mich., into the field to provide dealers with more direct factory contact and support.

One account executive will be assigned to every 25 or 26 medium-duty or light-duty dealers, under the reorganization that begins May 1. Rota anticipates it will be completed by June 1.

On the medium-duty side, James Hurd, currently GMC sales manager of fleet operations, will be named medium-duty sales and service manager, effective May 1. His group includes 45 people.

Hurd will report to Rota. Reporting to Hurd will be two regional managers: Greg Rice, currently manager of dealer operations, who will be named regional manager, medium-duty West, and Al Tandrup, currently GMC Northeastern zone manager, who will become regional manager, medium-duty East.

Tandrup will handle 14 geographic areas, and Rice will handle 11.

On the light-duty side, Jack Kehl, GMC sales manager for the Eastern United States, will be named assistant general sales manager East.

Larry Rickard, GMC sales manager for the Western United States, will be named assistant general sales manager West. Both report to Rota.

GMC will create six "super zone" offices to handle light-duty sales. Thomas Carpenter will be named manager of the Northeast zone in Parsippany, N.J. Donald Buechler will head the Midwest zone office in Chicago.

Rickard

Kehl

Robert Hatcher will head the Central zone office in Denver. Steve Pottenger will head the Southwest zone office in Dallas. Lynn Pew will head the Pacific zone office in San Francisco.

The Southeast zone manager has not been named. He will be based in Atlanta.

Execs' pay dips at GM as red ink gets deeper

PHIL FRAME
Staff Reporter

DETROIT — General Motors confirms that its top executives made less money last year because the company lost $4.5 billion.

But don't pine for Chairman Robert Stempel because his compensation based on 1991 performance fell $444,000 from the year before, to merely $1 million. He also received about $1.1 million during 1991 that had been deferred from previous years' earnings.

All of GM's top five officers made one-quarter to one-third less last year than in 1990. Over the past two years, when GM lost $6.5 billion, compensation for the top five fell from 44 percent for Stempel to 51 percent for Alan Smith, executive vice president.

Their fortunes were buoyed in 1991 because a portion of the compensation they earned in good years was paid to them last year.

Besides his $1 million 1991 salary and the $33,000 company contribution to his savings-stock purchase program, Stempel's W-2 form for last year also reflected receipt of $575,000 in bonus attributable to 1986 to 1990 performance and $519,402 in stock awarded to him in 1988 and 1989.

GM paid no bonuses and made no new stock awards to its top five officers in 1991.

The company did give the executives new stock options last year, but those do not have real value until they are exercised. The option price was $40 per share; GM common was closed at $39.88 per share last Wednesday. The options expire unless they are used within 10 years and cannot be used until Aug. 5 this year.

Despite the compensation cuts in 1991, the UAW said the GM executives' pay was "way out of line."

"GM's losses have obviously tempered the most extreme increases in GM executive compensation," UAW President Owen Bieber and Vice President Stephen Yokich said in a joint statement.

"Still, the generous compensation being paid to the company's top officials is excessive, especially when you consider the pain inflicted on workers and communities by the misguided decisions and ineffective leadership of GM's executives," the UAW officials said.

The executive pay was revealed in the company's 1992 proxy statement for the annual meeting on May 22 in Fort Wayne, Ind.

The proxy also reflected the shakeup of GM's board and top management two weeks ago, when then-President Lloyd Reuss was deposed and he and Alan Smith were removed from the board of directors. In addition, Chief Financial Officer Robert O'Connell was demoted to senior vice president.

Reuss was demoted and replaced as president by John F. "Jack" Smith Jr., who had been vice chairman in charge of international operations. O'Connell, who was replaced as chief financial officer by Executive Vice President William Hoglund, becomes chairman of General Motors Acceptance Corp. next week.

In the proxy, no management candidates were nominated for the board seats vacated by Reuss and Alan Smith. The removal of Reuss and Alan Smith chops the GM board from 17 to 15 members and cuts management's influence.

Only three GM executives are board members — Stempel, Jack Smith and Vice Chairman Robert Schultz. Other board members considered to be in the insider category are former chairman Roger Smith and Charles Fisher, a member of the Fisher Body family.

> The UAW said the generous compensation paid to GM officials is excessive when you consider the pain inflicted on communities by misguided decisions.

STOCK OPTIONS GRANTED IN 1991

Companies have differing rules and restrictions on how and when an executive can cash out an option.

Executive	Options	Average price	4-14-92 close	4-14-92 value
CHRYSLER				
Lee Iacocca	175,000	$13.52	$17⅞	$762,125
Robert Lutz	105,000	13.22		488,775
Robert Miller	90,000	13.07		432,450
Jerome York	80,000	13.09		382,800
Thomas Denomme	75,000	13.02		364,125
GENERAL MOTORS				
Robert Stempel	100,000	40	39⅞	0
Lloyd Reuss	70,000	40		0
John F. Smith Jr.	65,000	40		0
Robert Schultz	55,000	40		0
F. Alan Smith	45,000	40		0
FORD				
Harold Poling	135,000	30	41	1,485,000
Philip Benton	95,000	30		1,045,000
Louis Ross	42,000	30		462,000
Alan Gilmour	52,000	30		572,000
Alex Trotman	42,000	30		462,000

Source: Company proxies, Automotive News

GM's 1991 COMPENSATION

Name	Salary	Bonus	Stock[1] benefits	Total	Earnings[2] from prior years
Robert Stempel	$1,000,000	0	$33,333	$1,033,333	$1,094,402
Lloyd Reuss	725,000	0	24,166	749,166	761,433
John F. Smith Jr.	575,000	0	19,166	594,182	637,648
Robert Schultz	525,000	0	36,247	561,247	*289,117
F. Alan Smith	600,000	0	20,000	620,000	657,277

1-Includes exercised stock options and savings-stock purchase program. No other stock awards given in 1991.
2-Earnings from earlier years and reported when granted, but not actually paid until 1991. Includes third installment of 1988 stock grants, 2nd installment of 1989 stock grants, and 3rd installment of bonuses related to 1984-1990 performance.
*Some compensation not disclosed

Bieber: Caterpillar didn't beat union

LIZ PINTO
Staff Reporter

DETROIT — UAW President Owen Bieber denied last week that Caterpillar Inc. had defeated the union when the UAW ended a five-month strike and returned to work and the bargaining table.

"We agreed to recess the strike and acquiesced to the mediator's request, which brought people back into the plant," Bieber told the Automotive Press Association.

But Bieber said the UAW "will keep the pressure on" as talks continue and that the union "reserved the right to use any means it saw fit" to accomplish its goal at the contract talks.

Caterpillar had threatened to begin hiring replacement workers when the UAW decided to return to work.

FIGHTING THE PATTERN

The UAW has been insisting that a Caterpillar contract follow a national pattern, and the company has insisted on breaking the pattern.

Thousands of workers reported back to their jobs last Wednesday, only to be told by Caterpillar not to report to work until today.

"This was a stunning blow to the UAW, which has been thought of as one of the largest, most powerful unions in the world," said Dan Polsby, a labor expert and law professor at Northwestern University in Chicago.

Polsby said the UAW's capitulation will send shock waves through unions, particularly because Caterpillar withstood the union's insistence on a contract patterned after one reached with farm-equipment manufacturer Deere & Co.

The union is expected to seek pattern bargaining in negotiations with the Big 3 next year.

"The core companies are in a greatly strengthened position now, with the principle of pattern bargaining gone," Polsby said.

IMPORTANT SHOWDOWN

The showdown represented the first time a major industrial company has tried to break a union of the UAW's size and strength by threatening to replace employees with non-union workers.

Bieber said the union would work hard to promote passage of a bill currently in the Senate that would make the hiring of permanent replacements for striking workers illegal. The bill has already passed through the House of Representatives.

Polsby said the Big 3 will view Caterpillar's strategy as a "test case" in negotiations with the UAW next year.

The Associated Press contributed to this report.

Voyager spurs Chrysler export sales; 1st quarter jumps 17%

HIGHLAND PARK, Mich. — Chrysler Corp. said last week that export sales in the first three months of 1992 rose 17 percent from a year earlier as Voyager sales in Europe nearly doubled and demand rose sharply in Taiwan and the Middle East.

Chrysler said worldwide export sales rose to 16,017 units in the quarter, and March sales rose 11 percent to 5,622. European sales of the Voyager alone totaled 5,380 in the first quarter and 2,022 in March, up 52 percent from a year earlier, Chrysler said.

"In spite of a soft European market, Voyager sales continue to increase," said Joseph Cappy, vice president international. A small number of Voyagers are being produced at Chrysler's joint-venture plant in Graz, Austria, and capacity there is scheduled to rise to about 35,000 units a year by next year.

Chrysler said first-quarter sales in Taiwan rose 189 percent from a year earlier to 2,182, and Middle Eastern sales rose 12 percent to 2,407.

Separately, the company said Chrysler and Synghelides S.A. have launched Chrysler Jeep Hellas S.A. to distribute Jeep products, Dodge Dakota pickups and Voyagers in Greece.

Passenger cars will be added to the lineup in 1993, Chrysler said.

letters

continued from PAGE 12

how to revive a brand. Just look what GM has done to revive Pontiac, Buick and Cadillac. It just takes interest and determination, and those are two qualities that Iacocca and his team apparently lack.

When I hear the name Plymouth, I think of excellent automotive value with conservative but attractive styling.

When I hear Eagle, I think of a chain of discount clothing stores. And at least Plymouth does not have a model named after a brand of zippers.

But who am I to complain? I am just a small stockholder and a loyal Plymouth owner. Not the type of person to interest the executive whizzes at Chrysler.

I hope that as Iacocca departs the chairman's office in December, Robert Eaton will toss all that ridiculous Albatross (er, Eagle) baggage after him.

MICHAEL OWENS
Austin, Texas

Little 3 arrogance is the big problem

I think the domestic automakers' problem is "Little 3 arrogance."

The degree of corporate arrogance they display is unbelievable. If you have ever worked for one of them, owned one of their dealerships or talked to a mechanic at the dealerships, you will discover that the companies will not listen to anyone because *they* know it all.

After all, who are those stupid traitors who buy foreign cars, demanding what? Quality? Well, they are hard-working Americans who realize that money is hard to find and who want a car that lasts longer than two or three years.

None of the three have discovered that they are in the people business. It is always smart to take swimming lessons after you drown.

LOU RIFE
Cookeville, Tenn.

Rewriting pacts isn't an easy job

Automotive News should be commended for its series on the service contract tax situation. You have clearly and fairly presented the facts, in my view.

Your March 16 editorial ("Bush must halt IRS tax grab on service contracts") is correct and does a great service for the entire automobile industry.

It is disturbing that certain individuals in the industry have misled dealers by saying that "all the warranty companies have to do is rewrite the contracts, make themselves the obligor and the dealers' problems will be over."

Most states do not allow that practice and will issue "cease and desist orders" when that type of contract appears.

Certain other states have taken a passive interest or do not have the resources to regulate service contracts.

However, when administrator-obligor programs begin to appear, I believe many more states will enforce restrictions.

The administrator-obligor programs are living on borrowed time.

LLOYD GEARHART
President
Western Diversified
Insurance Group
Deerfield, Ill.

IN PLAIN TALK
IDB2000™ MEANS
SPEED
Counter and phone sales go faster.
Technicians' wait times are shorter.
More gets done. You can sell more,
make more profit. For a demo call
800-221-5362. Ext. 200.
BELL HOWELL
Bell & Howell Publication Systems Company
©1992 Bell & Howell Company. All Rights Reserved. Bell & Howell, BELL HOWELL, IDB2000 are trademarks of the Bell & Howell Company

GODIVA
Chocolatier

GIVE HER SOMETHING SHE NEEDN'T FILE OR FAX.
Come to Godiva and select an elegantly wrapped ballotin for Secretary's Week, April 20th-24th. And with any purchase of $10 or more, add a Godiva mug for just $4.50. It's a wonderful way to make someone feel like a valuable part of your team.
Twelve Oaks Mall
Somerset Mall
Fairlane Town Center

Europe up 1% in first quarter

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Despite weakness in two major markets, Germany and Britain, Europe's new-car sales in the first quarter rose 1 percent over a strong period last year.

According to *Automotive News* estimates, sales in the 17-nation market rose to 3.75 million units from 3.71 million a year earlier, despite declines of 2.8 percent in Germany and 11 percent in the United Kingdom. Germany is Europe's largest market; the United Kingdom is fourth.

March sales slipped 1.5 percent from 1991, to 1.34 million, as demand fell 3.1 percent in Germany and 15.3 percent in Britain.

Analysts said continuing weakness in Germany and Britain is being offset by gains in Italy, France and Spain as consumers in those countries shake off their recessionary moods.

"Italy, again, has defied the pundits and remains remarkably strong," said Arthur Maher, who follows the industry for DRI/Europe in London. "The outlook remains favorable for it to come in above 2.3 million units again this year."

Maher also expects a second-quarter upturn in France, Europe's third-largest market, where first-quarter sales rose 1.4 percent to 521,500. An expected 3.5-point cut in the value-added tax, to 18.6 percent, should boost sales to 2.1 million for the year, Maher said.

First-quarter sales in Spain were jump-started by a reduction in the value-added tax to 28 percent from 33 percent. Sales rose 28.2 percent in the first three months, to 268,500.

The big question mark for the year will continue to be Britain, now in the third year of a severe downturn, Maher said.

"April will be a telling month, but the U.K. market will have to struggle to reach 1.7 million units this year" from 1.55 million in 1991, he said.

Among the top six carmakers, Volkswagen Group sales rose 2.2 percent in March, to 228,700, as the company boosted its market share to 17.1 percent. VW says it has a six-week order backlog for the new Golf III.

General Motors edged out Fiat Auto for second place in March, with a 12.4 percent share of market, although sales slipped 1.5 percent from a year earlier, to 165,400 units.

Thomas Mason, vice president of sales and marketing for General Motors Europe, said March's momentum could not be maintained for the entire year.

"We haven't got the capacity to keep the (No. 2) spot, and it has not been an expectation or a target for us. Our target is to operate at or close to capacity and to be profitable," Mason said.

Fiat slipped to third place in March with 12.1 percent of the market. Sales declined 5.8 percent, to 161,100. Fiat's home-market sales slid 25 percent from a year earlier.

Ford of Europe continued to suffer in March because of its reliance on the United Kingdom, its home market. The company's sales fell 5.8 percent last month to 158,200 cars.

Both French automakers had good monthly and quarterly figures, benefiting from new products and the revival of their home market. Peugeot Group sales rose 4.1 percent in March from a year earlier, to 156,100, for an 11.7 percent market share. Renault SA sales rose 8.6 percent last month to 146,400 cars, and an 11 percent share.

EUROPEAN SALES BY MANUFACTURER

Manufacturer	3 mos. 1992	% share[1]	3 mos. 1991	% change
Volkswagen[2]	624,600	16.6	601,800	3.8
Fiat Auto[3]	488,200	13.0	512,600	– 4.8
General Motors[4]	460,900	12.3	457,500	0.7
Peugeot S.A.[5]	447,600	11.9	419,200	6.8
Ford[6]	443,700	11.8	455,300	– 2.5
(Jaguar	2,900	0.1	3,800	– 23.7)
Renault	405,600	10.8	367,500	10.4
BMW	118,400	3.2	78,500	50.8
Nissan	118,400	3.2	113,700	4.1
Mercedes-Benz	117,800	3.1	126,700	– 7.0
Toyota	85,400	2.3	90,900	– 6.1
Rover	77,200	2.1	105,900	– 27.1
Mazda	71,400	1.9	77,200	– 7.5
Volvo	58,300	1.6	57,800	0.9
Others	50,400	1.3	60,800	– 17.1
Honda	44,000	1.2	40,900	7.6
Mitsubishi	39,400	1.0	47,200	– 16.5
Suzuki	27,300	0.7	26,200	4.2
Lada	23,500	0.6	23,000	2.2
Subaru	14,100	0.4	13,800	2.2
Saab	13,800	0.4	13,600	1.5
Daihatsu	12,900	0.3	14,000	– 7.9
Skoda	10,400	0.3	11,500	– 9.6
TOTAL	3,753,300	100.0	3,715,600	1.0

1 Does not add to 100 because of rounding.
2 Includes Volkswagen, Audi and Seat brands.
3 Includes Fiat, Alfa Romeo and Lancia.
4 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
5 Includes Peugeot and Citroen.
6 Includes Jaguar.

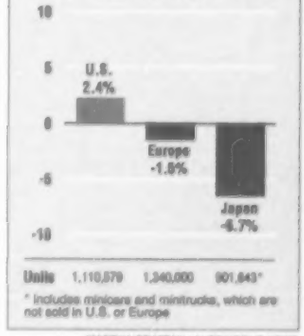
NEW-CAR SALES BY COUNTRY IN EUROPE

Country	3 mos. 1992	% change vs. 1991
Germany	1,076,500	– 2.8
Italy	783,000	3.3
France	521,500	1.4
United Kingdom	406,200	– 11.1
Spain	268,500	28.8
Netherlands	170,400	– 0.4
Belgium-Lux.	157,000	11.4
Austria	87,700	7.1
Switzerland	80,300	0.9
Portugal	66,600	23.6
Sweden	43,800	1.9
Greece	29,700	– 14.2
Finland	21,800	– 22.1
Denmark	23,700	11.3
Ireland	21,800	– 4.4
Norway	15,000	16.3
TOTAL	3,753,500	1.0

Global tally

March 1992

Chart compares change in unit sales for car and light-truck market to year-ago period.

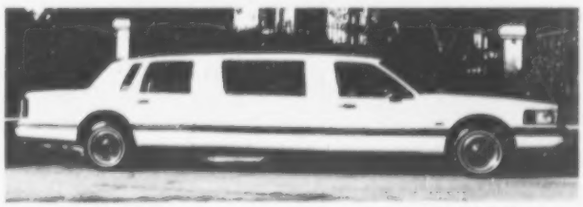


Units	1,110,570	1,340,000	901,643*

* Includes minivans and minitrucks, which are not sold in U.S. or Europe

MARTHA GRATTAN / AUTOMOTIVE NEWS

★ '91 & '92 Lincoln "S-t-r-e-t-c-h-e-d" Limos ★
★ Also '90 & '91 Cadillac Limos



"IMMEDIATE DELIVERY" ★$42,000★ "IMMEDIATE DELIVERY"

"AMERICAN CUSTOM COACHWORKS, LTD."

The all new special sizes 24", 54", 60", 68" and 90", and styles that are definitely the best value and quality that you can acquire. You may choose from cars in production for immediate delivery of approximately 95 units, or you can place your order to build a custom limo to your specifications. We are a 40 year old, family owned co. and we welcome your inquiry . . . and your purchase of our quality limousines.

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION
"DEALER POINTS AVAILABLE" EB 34

JOE VERDE

Sales are missed by a few words, not a few dollars! Now there's a Quick & Easy way to sell more cars...

HOW TO CLOSE THE SALE

A 2-1/2 hour, five-tape individual audio training course. (This course also includes one Pocket Guide.)

FREE!
Order before the end of this month and I'll send you my book: "13 Biggest Mistakes Car Salesmen Make"

What You'll Learn In Your Training Program:
The *exact words* to say so that you can *close more sales immediately!*

And Your Results:
"Since I used your tapes my sales are up an extra 8 units a month, plus my gross is up 200 per unit!" - Dan Archibald

VISA/MC P.O. OR CHECK TO:
CALL (714) 859-3629 • FAX (714) 361-1096
Joe Verde Automobile Sales Training Programs
P.O. 1478-C5 • San Clemente, CA 92674
$149 CA ADD 7.75% TAX

ORDER TODAY! CALL OR FAX YOUR ORDER *NOW!*

Mystery Shoppers Tell It Like It Is!
WESTERN DIVERSIFIED
Mystery Shopper Program

Are your salespeople following the guidelines you've set? Do they appear competent to your customers? Is all your traffic accounted for? Are you getting the most from your training and advertising budgets? The WESTERN DIVERSIFIED Mystery Shopper Program can help solve these mysteries and provide answers to many other questions.

The WESTERN DIVERSIFIED Mystery Shopper Program is the best, most comprehensive in the industry. Find out how WESTERN DIVERSIFIED can customize a Mystery Shopper Program for your dealership.

Call or write today. 1-800-323-5771. Ask for Rob Mancuso.

WESTERN DIVERSIFIED
P.O. Box 770, Deerfield, IL 60015

trucks

Ford sets $2.7 billion for truck projects

KATHY JACKSON
Staff Reporter

Ford Motor Co. will invest $2.7 billion in the next three years to enhance its truck lineup.

Nearly $1 billion will be spent to re-equip the Oakville, Ontario, assembly plant near Toronto to build a new front-wheel-drive minivan based on the Taurus platform. Production is slated to begin in January 1994, and the van will be sold by Ford Division.

Another $1 billion will go to equip the Windsor Engine Plant No. 2 in Windsor, Ontario, for the production of a new truck engine, beginning in 1995.

The company will spend $650 million to expand and equip the Kentucky Truck plant in Louisville, Ky., for production of F-series pickups. Louisville also will continue to produce Ford's medium- and heavy-duty trucks.

"With the future growth potential of the North American light-truck market, we want to ensure that we have product and production plans in place that will allow Ford to solidify its position," Ford Executive Vice President Alex Trotman said in a statement.

The debut of the fwd minivan for Ford Division will bring to three the number of minivans offered by Ford Motor Co. The rear-wheel-drive Ford Aerostar was introduced May 31, 1985, as a 1986 model. The all-new front-wheel-drive 1993 Mercury Villager will be in dealer showrooms in July.

Bill Van Gall, president of Canadian Auto Workers Local 707 in Toronto, said Job 1 for the new minivan is scheduled for January 1994. He said the vehicle will be larger than the Villager but similar in style and will have a 3.8-liter V-6 engine.

"This announcement by Ford contradicts negative reports that Ontario is not a good place to do business," Van Gall said. The Ontario government is studying legislation that will make it less cumbersome for workers to join unions. Critics say that will chase business away.

Production of the new minivan will add about 400 jobs at Oakville. One shift at the nearby Ontario Truck Plant will be eliminated in November 1993. Those 700 jobs will go to Oakville along with the 400 new positions.

Trotman said Ford will continue production of the Aerostar along with the new minivan. For 1992, Aerostar received a new grille, flush aero headlights, a car-like instrument panel and a driver-side airbag.

Aerostar sales through March totaled 36,034, compared with 31,576 at the end of March last year.

But workers at the St. Louis assembly plant, sole source of the Aerostar, are worried.

"Our sales are pretty good right now," said John Sherlock, president of UAW Local 325. But he said the union is not confident that Ford will keep both products in the marketplace.

"It's a big concern," Sherlock said, "but there are very strong rumors we will get another product." The rumor, Sherlock said, is that St. Louis also will produce the hot-selling Explorer sport-utility.

Through March, Explorer was the fifth best-selling vehicle in the United States with 71,149 deliveries, up from 55,868 at the same time last year.

St. Louis has 2,400 hourly and 225 salaried workers.

Ford's investment will mean additional jobs in both Kentucky and Windsor. Trotman said employment at the Kentucky Truck plant could increase by 1,300 when the plant reaches full production in 1995.

He said an additional 850 workers will be needed to build the new truck engines in Windsor.

Ford is the No. 1 light-truck seller in the United States. Through March, dealers had delivered 303,059 light trucks, up from 261,730 last year.

Ford's light-truck market share increased to 30.2 percent in the first quarter, compared with 28.6 percent for the first quarter of 1991.

MARCH 1992 TRUCK SALES BY GVW

	Mar. 1992	Mar. 1991	3 mos. 1992	3 mos. 1991
Class 1-3	118,385	96,997	299,627	256,768
Class 4	1,449	1,798	3,432	4,962
Class 6	489	334	1,115	1,175
Class 7	1,910	1,604	4,931	4,847
Class 8	892	670	2,558	1,918
FORD	**123,125**	**101,403**	**311,663**	**269,670**
Class 6	25	0	55	0
Class 7	105	0	229	0
Class 8	2,106	1,777	5,563	5,479
FREIGHTLINER	**2,236**	**1,777**	**5,847**	**5,479**
Class 1-3	90,919	94,298	240,490	238,908
Class 4	215	105	657	269
Class 5	10	7	19	33
Class 6	147	306	420	908
Class 7	397	518	1,233	1,515
CHEVROLET	**91,688**	**95,234**	**242,819**	**241,633**
Class 1-3	26,696	24,452	70,874	60,818
Class 4	174	68	354	142
Class 5	48	32	107	98
Class 6	1,660	420	4,316	1,037
Class 7	1,016	1,447	2,536	3,031
GMC	**29,603**	**26,419**	**78,187**	**65,126**
Class 7	11	10	33	45
Class 8	1,087	783	2,676	2,805
KENWORTH	**1,098**	**793**	**2,709**	**2,850**
Class 6	30	35	98	123
Class 7	68	46	186	165
Class 8	890	922	2,021	2,430
MACK	**988**	**1,003**	**2,307**	**2,718**
Class 6	48	43	127	78
Class 7	37	39	61	141
MERCEDES-BENZ	**85**	**82**	**188**	**219**
Class 4	0	1	0	7
Class 5	0	2	6	15
Class 6	493	849	1,465	1,607
Class 7	2,028	3,353	6,622	8,091
Class 8	1,337	2,498	4,414	6,805
NAVISTAR	**3,858**	**6,703**	**12,507**	**16,525**
Class 7	16	23	43	58
Class 8	919	624	2,357	2,345
PETERBILT	**935**	**647**	**2,400**	**2,403**
Class 7	46	33	175	87
Class 8	1,184	898	3,057	2,082
VOLVO/GM HEAVY	**1,230**	**931**	**3,232**	**2,169**
Class 1-3	1	32	3	81
Class 4	39	0	85	0
Class 5	57	38	107	112
Class 6	72	84	150	162
Class 7	108	54	251	146
HINO	**277**	**198**	**596**	**501**
Class 1-3	117	56	282	126
Class 5	106	86	205	209
Class 6	151	34	217	81
Class 7	68	44	92	94
NISSAN DIESEL	**442**	**220**	**776**	**510**
Class 1-3	680	777	1,422	1,608
Class 4	215	81	485	213
Class 5	100	20	208	74
Class 6	195	85	420	183
Class 7	36	8	66	55
ISUZU TRUCK	**1,234**	**971**	**2,601**	**2,133**
Class 1-3	206	101	482	405
Class 5	64	49	3	141
Class 6	56	35	145	93
Class 7	41	45	65	101
MITSUBISHI FUSO	**367**	**329**	**835**	**740**
SCANIA Class 8	**0**	**1**	**0**	**8**
Class 1-3	0	908	0	1,210
Class 4	0	297	0	395
Class 5	0	149	0	199
Class 6	0	96	0	128
IVECO TRUCKS*	**0**	**1,450**	**0**	**1,932**
WESTERN STAR Class 8	**48**	**53**	**152**	**183**
Class 1-3	154,134	139,098	392,802	357,016
Class 6,7,8	17	43	47	112
OTHER TRUCKS	**154,151**	**139,141**	**392,849**	**357,128**
CLASS 1-3	**391,138**	**356,809**	**1,005,942**	**916,940**
CLASS 4	**2,092**	**2,350**	**5,013**	**5,988**
CLASS 5	**394**	**383**	**815**	**881**
CLASS 6	**3,375**	**2,301**	**8,528**	**5,575**
CLASS 7	**5,886**	**7,224**	**16,525**	**18,378**
CLASS 8	**8,480**	**8,269**	**22,845**	**24,172**
TOTAL TRUCKS	**411,365**	**377,336**	**1,059,668**	**971,932**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

service

Dealers get add-ons with new Jeep

Parts, service issues get early attention

DALE JEWETT
Service Editor

Chrysler Corp.'s platform team system has given Jeep dealers several profit-building accessories to go along with the new Grand Cherokee.

For Chrysler, the accomplishment is another part of its strategy to increase customer satisfaction via the parts and service business.

Previously, the availability of dealer-installed accessories at the the launch of a new vehicle would happen only by accident, said Mykle Jacobs, general manager for service and customer satisfaction.

Accessories for the Jeep Grand Cherokee include aluminum brush guards, ski carriers, bicycle racks and compact disc players.

"They're out as we speak," Jacobs said. "In the old days, they might not have been out for a year."

And those benefits will accompany the rest of Chrysler's new products, including the 1993 mid-sized sedans code-named LH that debut this fall.

The platform team process also gave greater consideration to the service and parts needs of the Grand Cherokee much earlier in the design process, said Gerald Blake, general manager of Mopar Parts.

"It was a real boost to our comfort level, knowing long before the vehicle was out that we can service it," Blake said. "We were not waiting for prototypes before beginning our work.

"We see the quality and general launch of the ZJ as a victory for the platform team," Blake said. "The quality level of this vehicle is outstanding — that's a tribute to the whole group."

Among the special service considerations was the use of environmentally friendly 134a refrigerant in the Grand Cherokee's air conditioning system.

Use of the new refrigerant requires dealers to buy new service tools and refrigerant recovery equipment and to retrain their technicians.

The platform team system give dealers a head start on training before the launch, Blake said. AN

Seven states enact crash parts laws

HELEN KAHN
Senior Correspondent

In 1991, seven states passed legislation dealing with the use of aftermarket crash parts made either by the original vehicle manufacturer or independent maker.

Arkansas: Provides for disclosure of any non-original equipment manufacturer aftermarket crash part made or supplied for use in the state on or after Jan. 1, 1992; requires disclosure of when non-OEM part is used in preparing estimates for repairs. Approved April 10, 1991.

Georgia: Tells the Commissioner of Insurance to provide procedures for settling property damage claims under private passenger vehicle policies including use of aftermarket parts. Approved April 17, 1991.

Indiana: Requires insurers to give policy holders a chance to indicate in writing approval or disapproval of use of new OEM, new non-OEM or used crash parts before telling a body shop to repair a vehicle during its six model years. Signed into law on April 25, 1991.

Michigan: Provides that starting Feb. 1, 1992, if an insurance company requests the use of non-OEM crash parts to fix a vehicle it insures, a repair shop may use non-OEM parts but must disclose that use to a policy holder. Approved Dec. 5, 1991.

North Carolina: Forbids any insurance company to specify a repair or service operation or company as a condition for paying a claim. Effective June 24, 1991.

Oklahoma: As of Sept. 1, 1991, non-OEM crash parts must disclose identity of manufacturer; forbids insurance companies from specifying non-OEM crash parts and permits use of non-OEM parts by repair shops only if the customer gets written notice of their use; if a repair facility uses non-OEM parts, it must identify them in a written estimate and a disclosure statement. Approved May 7, 1991.

Texas: As of Sept. 1, 1991, auto insurance policies cannot specify the brand, type, age or condition of parts or products used in repairing motor vehicles; gives consumers freedom to choose repairer or repair facility; insurance firms must disclose limitations on policies to consumers and consumers must consent to them in writing when they buy policies. Approved June 6, 1991. AN

Service business falls in Feb.

DETROIT — After starting the year on a positive note, parts and service business at new-car dealerships declined slightly in February.

Repair business in February was 97.6 percent of that recorded in February 1991, as calculated by the Automotive News Service Index. The year-to-year index was 102.2 percent in January.

For the first two months of this year, service business was virtually unchanged at 99.9 percent of that for the same period in 1991.

The biggest change in February was a 4.4 percent drop in total labor sales. Declines also were noted in gross profit on all labor and parts and accessory sales, off 1.6 percent, and sales of all parts and accessories, down 1.5 percent.

Repair orders written rose a slight 1.1 percent, and shop parts sales gained 0.1 percent.

For two months, shop parts sales were up 2.2 percent, and sales of all parts and accessories rose 1.3 percent. Conversely, total labor sales were off 2 percent.

Among the reasons dealers cited for the change in service volume:

■ "The main reason for the increase in sales and gross would be a higher labor rate and a different price matrix in parts. The labor rate is $3 an hour higher than it was in February 1991."

■ "More repair orders written, however, not a higher gross due to discounting, promos and more warranty work."

SERVICE INDEX
97.6*

	Feb. '92 vs. Feb. '91	Jan.-Feb. '92 vs. Jan.-Feb. '91
Gross Profit on All Labor and P&A Sales	– 1.6%	– 0.4%
Repair Orders Written	+ 1.1%	0.0%
Total Labor Sales (Customer & Warranty)	– 4.4%	– 2.0%
Shop Parts Sales (Customer & Warranty)	+ 0.1%	+ 2.2%
Sales of All P&A	– 1.5%	+ 1.3%

* Survey by Automotive News shows that dealers' service and parts business in February 1992 was 97.6 percent of business in February 1991. Service business in 1992 was 99.9 percent of business in the corresponding period in 1991.

■ "We have noticed a decreased volume of labor sales, due mainly to smaller repair shops in our area with less overhead, which allows them to perform repairs at a lower price to the customer. That also accounts for the increase in total parts and accessories sales, since most of those shops purchase parts from us over the counter at a wholesale price."

■ "Business decreased due to fewer units in operation, thus fewer repair orders. Also, fewer new-vehicle sales result in fewer accessories being sold."

Figures used in the Service Index are compiled from a cross-section of new-car dealerships. AN

in brief

SERVICE

Trouble Shooters can win grants

ORLANDO, Fla. — More than $1.1 million in scholarships will be available to the winners of state finals in the 1992 Chrysler/AAA Trouble Shooting Contest.

The written portion of the state contests concluded March 28. State "hands-on" competitions began April 16.

The national finals are scheduled for June 15 at the Chrysler Technology Center in Auburn Hills, Mich.

Thirty-eight member schools of the Career College Association offer tuition scholarships to state championship teams. Both members of the two-person championship team from every state will qualify for a $3,000 to $13,500 scholarship.

The scholarships cover motor-vehicle service courses ranging from six-month certificate programs to two-year associate of applied science degree programs. More than 10,000 high school seniors throughout the nation are participating in the contest.

Meijer to chair ASA board

BEDFORD, Texas — Pieter Meijer, owner of Continental Motors in Santa Barbara, Calif., has been named 1992 chairman of the Automotive Service Association board of directors. He succeeds Gary Spear.

A 17-year veteran of the auto service industry, Meijer has been an association member since 1974.

Coin markets electronic catalog

ATLANTA — Coin Dealership Systems is marketing an electronic parts catalog system.

Called the EPC100, it is available for General Motors, Honda and Acura dealerships. It uses a personal computer and compact disc read-only-memory storage to store and display manufacturers' parts catalogs.

Finalists picked in service contest

LEESBURG, Va. — Three finalists in the automotive service technology International Youth Skill Olympics trials have been selected.

Matt Carr, 20, of Pocatello, Idaho, Michael Nugent, 20, of Vero Beach, Fla., and David Stapinski, 20, of Bethlehem, Pa., will participate in the finals at the National Automobile Dealers Association convention in New Orleans next February.

The winner will join the United State team sponsored by the Vocational Industrial Clubs of ...nerica at the international competition in Taipai, Taiwan, in 1993.

Contestants had to demonstrate proficiency in gasoline engine tuneup, diesel engine service, car electrical, rear axle and body electrical, steering and wheel alignment, engine overhaul, brake operations and transmission operations.

JOE VERDE

JOE VERDE
"Automotive Sales Trainer for the '90s."

Sales Training Workshops

May 20 ■ St. Louis, MO
May 21 ■ Dallas, TX
May 22 ■ San Francisco, CA
June 4 ■ Los Angeles, CA

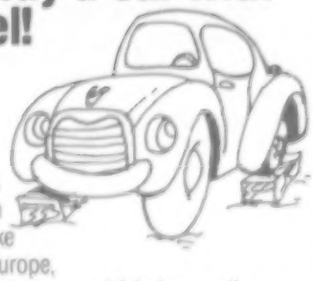
→ Learn How To Increase Your Sales and Gross:

"I went from $2,500-$2,800 a month to $6,435 the first month I got back from your workshop. It's been 6 months since class now, and I'm still selling more cars and making more money." Donnie Olson, Wallwork Ford

Mention This Ad And Register Before May 4 So You...
DON'T MISS THIS AUTOMOTIVE NEWS SPECIAL OFFER
Call Joe Verde Sales Training Now! (714) 489-3780

GOLF HOLE 'N ONE PRIZE COVERAGE

You wouldn't buy a car with only one wheel!



...Why buy hole-in-one prize coverage for only one hole when American Hole 'N One covers your main prize (car, cash, boat, etc.) and provides fabulous hole-in-one prizes on all remaining par-3's! Prizes like Lufthansa Airlines tickets to Europe, Mizuno golf clubs, Divots Sportswear, and fabulous golf vacations at the Sandestin Beach Hilton Resort or Stouffer Esmeralda Resort...**plus** FREE tee signs! All for a price that's less than the other guys' hole-in-one-only prize coverage.

Call for your fast, free quote and color brochure.

So much more for less,
This can only be.....American Hole 'n One™
1-800-822-2257

CANADIAN CAR AND TRUCK SALES

MARCH 1992

	March 1992	March 1991	3 mos. 1992	3 mos. 1991
BMW (imported-car)	**370**	**312**	**924**	**816**
N.A. car	7,363	7,682	17,607	22,914
Imported-car	2,688	1,700	5,903	4,583
N.A. truck	9,931	8,455	24,330	21,485
Imported-truck	91	87	214	250
CHRYSLER	**20,073**	**17,924**	**48,054**	**49,232**
N.A. car	11,818	11,092	28,331	30,351
Imported-car	727	771	1,751	1,698
N.A. truck	11,310	7,954	25,535	19,894
FORD	**23,855**	**19,817**	**55,617**	**51,943**
N.A. car	17,335	20,539	52,023	56,478
Imported-car	1,280	1,073	2,835	2,260
N.A. truck	10,298	12,140	28,382	28,050
Imported-truck	371	604	995	1,175
GM	**29,284**	**34,356**	**84,235**	**87,963**
N.A. car	2,975	2,319	6,835	4,773
Imported-car	6,195	7,588	13,177	16,836
HONDA	**9,170**	**9,907**	**20,012**	**21,609**
N.A. car	287	482	662	1,159
Imported-car	1,140	1,522	2,770	3,711
HYUNDAI	**1,427**	**2,004**	**3,432**	**4,870**
JAGUAR (imported-car)	**60**	**72**	**120**	**161**
Imported-car	76	50	177	96
Imported-truck	24	15	60	53
LADA	**100**	**65**	**237**	**149**
LAND ROVER (imported-truck)	**6**	**9**	**34**	**40**
N.A. car	196	686	632	1,503
Imported-car	3,539	2,318	7,873	5,096
Truck*	2,071	1,525	4,367	3,397
MAZDA	**5,806**	**4,529**	**12,872**	**9,996**
MERCEDES-BENZ (imported-car)	**280**	**273**	**727**	**721**
N.A. car	1,246	785	2,814	1,708
Imported-car	1,930	2,356	4,666	4,803
Truck*	979	1,310	2,566	2,964
NISSAN	**4,155**	**4,451**	**10,046**	**9,475**
PEUGEOT (imported-car)	**4**	**15**	**10**	**27**
SUBARU (imported-car)	**628**	**1,015**	**1,619**	**2,137**
N.A. car	17	157	92	266
Imported-car	1,247	557	2,532	1,412
N.A. truck	451	332	917	786
Imported-truck	301	408	740	1,032
SUZUKI	**2,016**	**1,454**	**4,281**	**3,496**
N.A. car	1,516	2,552	4,253	4,974
Imported-car	5,589	4,657	11,587	11,098
Imported-truck	1,328	1,662	3,305	4,201
TOYOTA	**8,433**	**8,871**	**19,145**	**20,273**
Imported-car	2,593	3,078	5,772	7,709
Imported-truck	61	50	180	135
VOLKSWAGEN	**2,654**	**3,128**	**5,952**	**7,844**
N.A. car	119	157	278	540
Imported-car	243	267	549	586
VOLVO	**362**	**424**	**827**	**1,126**
N.A. car	**42,872**	**46,451**	**113,527**	**124,666**
Imported-car	**28,589**	**27,624**	**62,992**	**63,750**
TOTAL CAR	**71,461**	**74,075**	**176,519**	**188,416**
N.A. truck	**31,990**	**28,881**	**79,164**	**70,215**
Imported-truck	**5,232**	**5,670**	**12,461**	**13,247**
TOTAL TRUCK	**37,222**	**34,551**	**91,625**	**83,462**
TOTAL CANADA SALES	**108,683**	**108,626**	**268,144**	**271,878**

*Includes Passport and Saab sales.

**Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Sales in Canada hold steady in March

March sales of light vehicles in Canada were 108,683, an increase of 57 over the year-ago month.

Trucks were up for the third month in a row, topping 1991 by 10.8 percent. Cars fell 7.7 percent.

For the first quarter, light-vehicle sales were 268,144, off 1.4 percent from the same period in 1991. Trucks were up 9.8 percent, and cars declined 6.3 percent, which was the pattern in each of the three months.

— Anne E. Wright

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Apr. 1, 1992	Mar. 1, 1992
ALFA ROMEO (imp.)	1,154	97	83
Acura (imp.)	48,364	100	104
Domestic car	106,200	79	70
Imported car	55,300	103	99
Honda	161,400	88	82
AMERICAN HONDA	291,800	89	72
BMW (imp.)	12,286	58	56
Summit	5,200	285	292
Talon	9,300	85	110
Premier	800	56	69
Wrangler (trk.)	22,300	117	151
Cherokee (trk.)	28,200	55	58
Grand Wagoneer (trk.)	4,800	52	0
Comanche (trk.)	1,800	111	124
Total Jeep-Eagle	15,300	109	128
Total Jeep-Eagle (imp.)	7,900	169	174
Total Jeep-Eagle (trk.)	57,170	70	88
Laser	11,100	133	153
Sundance	13,300	61	73
Acclaim	14,900	60	66
Voyager (trk.)	47,900	74	83
Total Plymouth	30,300	71	82
Total Plymouth (trk.)	47,900	74	83
LeBaron A	6,900	67	58
LeBaron J	6,900	45	55
Fifth Avenue	5,900	49	59
Imperial	1,600	95	106
New Yorker	3,200	66	53
Town & Country (trk.)	2,100	53	51
Total Chrysler	24,500	56	58
Total Chrysler (imp.)	37,000	176	198
Total Chrysler (trk.)	2,100	53	51
Shadow	1,400	5	65
Monaco	400	85	99
Daytona	5,000	116	133
Spirit	14,100	67	75
Dynasty	8,100	29	37
Vans (trk.)	13,800	65	86
Ram Wagon (trk.)	1,900	19	29
Caravan (trk.)	48,200	57	68
Caravan C/V (trk.)	1,500	43	81
Ram 50 (imp. trk.)	4,500	249	291
Ramcharger (trk.)	900	71	70
Dakota (trk.)	34,800	82	86
Pickups (trk.)	25,200	85	84
Total Dodge	29,000	36	60
Total Dodge (imp.)	1,265,000	61	177
Total Dodge (trk.)	126,300	67	77
Total domestic car	100,100	56	70
Total imported car	1,309,900	176	198
Total domestic truck	233,500	80	79
CHRYSLER CORP.	1,651,500	99	83
Imported car	1,500	35	39
Imported truck	400	21	21
DAIHATSU	1,900	31	33
Escort	57,400	77	65
Mustang	19,700	64	71
Tempo	26,100	31	33
Taurus	52,800	44	49
Thunderbird	15,500	68	43
Probe	23,000	112	190
Crown Victoria	24,800	101	84
Vans (trk.)	37,200	89	92
Aerostar (trk.)	34,100	59	70
Club Wagon (trk.)	5,500	37	62
Ranger (trk.)	71,200	79	84
Bronco (trk.)	6,400	92	97
Explorer (trk.)	62,600	64	67
Pickups (trk.)	132,500	88	100
Total Ford Div.	219,300	58	58
Total Ford Div. (imp.)	12,100	107	78
Total Ford Div. (trk.)	349,500	76	83
Topaz	11,500	44	49
Sable	20,800	53	59
Cougar	12,900	85	59
Grand Marquis	23,400	95	67
Total Mercury	68,800	85	59
Total Mercury (imp.)	13,200	78	61
Continental	6,800	52	45
Town Car	17,100	39	43
Mark VII	2,800	133	100
Total Lincoln	26,700	45	46
Total L-M Div.	95,300	58	55
Total domestic car	314,800	58	57
Total imported car	25,400	89	78
Total domestic truck	349,500	76	83
FORD MOTOR CO.	689,500	67	74
Skylark	17,300	81	65
Century	15,400	43	44
Regal	23,500	104	86
LeSabre	18,500	46	31
Roadmaster	17,800	137	180
Reatta	100	130	167
Park Avenue	20,500	106	92
Riviera	3,700	94	97
Total Buick	116,800	75	67
Allante	1,300	104	387
Seville	7,700	58	57
DeVille	22,600	46	43
Brougham	7,500	177	202
Eldorado	10,800	124	122
Total Cadillac	48,900	66	61
Geo Prizm	23,100	108	98
Cavalier	47,800	63	65
Camaro	13,100	62	70
Corsica-Beretta	25,300	41	41
Lumina	48,500	66	76
Caprice	22,300	60	75
Corvette	5,100	72	94
Vans (trk.)	44,800	161	171
Sportsvan (trk.)	1,400	61	47
Geo Tracker (trk.)	13,300	138	153
Astro (trk.)	35,200	92	78
Lumina APV (trk.)	14,400	91	120
S10 (trk.)	61,200	103	134
S10 Blazer (trk.)	35,200	93	102
Blazer (trk.)	2,600	45	46
Suburban (trk.)	4,200	31	36
Pickups (trk.)	121,200	87	84
Total Chevrolet	185,200	56	61
Total Chevrolet (imp.)	71,500	327	224
Total Chevrolet (trk.)	333,500	95	102
Calais/Achieva	20,300	56	67
Cutlass Ciera	21,800	51	66
Cutlass Supreme	23,000	66	110
Eighty Eight	27,900	117	104
Ninety Eight	15,900	118	139
Toronado	2,400	124	122
Silhouette (trk.)	3,500	51	99
Bravada (trk.)	2,800	51	52
Total Oldsmobile	111,300	71	139
Total Oldsmobile (trk.)	6,300	51	73
Sunbird	15,400	64	71
Firebird	15,900	118	124
Grand Am	2,400	124	51
Pontiac 6000	111,300	71	74
Grand Prix	15,400	64	74
Bonneville	7,500	99	73
Trans Sport	6,400	65	71
Total Pontiac	167,900	37	74
Total Pontiac (imp.)	5,800	91	151
Total Pontiac (trk.)	6,400	65	71
Vans (trk.)	17,500	173	157
Safari (trk.)	11,300	83	106
S15/Sonoma (trk.)	15,900	97	127
S15 Jimmy (trk.)	10,600	115	119
Jimmy (trk.)	2,600	149	249
Suburban (trk.)	4,300	68	85
Pickups (trk.)	43,700	97	99
Total GMC (trk.)	105,900	102	112
Total Saturn	300	85	73
Total domestic car	631,400	86	85
Total imported car	77,300	273	224
Total domestic truck	452,100	95	103
GENERAL MOTORS	1,160,800	76	84
HYUNDAI (imp.)	36,100	92	120
Imported car	5,400	157	192
Truck (dom./imp.)	1,000	96	191
ISUZU	6,400	159	199
JAGUAR (imp.)	2,100	75	87
Domestic car	15,500	50	104
Imported car	35,900	47	68
Truck (dom./imp.)	1,039,600	81	111
MAZDA	1,091,000	55	90
MERCEDES-BENZ (imp.)	9,300	42	54
Domestic car	27,600	116	104
Imported car	41,300	225	130
Imported truck	11,600	205	171
MITSUBISHI	80,500	180	136
Infiniti (imp.)	6,800	47	73
Domestic car	25,400	133	104
Imported car	91,300	130	143
Truck (dom./imp.)	50,000	101	92
Nissan	166,700	112	114
NISSAN MOTOR CORP.	173,500	106	112
PEUGEOT (imp.)	80	30	30
PORSCHE (imp.)	1,300	96	71
RANGE ROVER (imp. trk.)	1,900	96	66
SAAB (imp.)	5,200	43	99
Domestic car	29,300	117	197
Imported car	25,600	168	185
SUBARU	54,900	135	199
Car (dom./imp.)	2,700	128	180
Truck (dom./imp.)	6,000	85	137
SUZUKI	8,700	94	152
Lexus (imp.)	6,200	19	17
Domestic car	25,400	133	28
Imported car	55,100	43	47
Imported truck	42,000	44	55
Toyota	122,500	37	34
TOYOTA MOTOR SALES	128,700	36	33
Audi (imp.)	6,000	104	101
Volkswagen (imp.)	30,000	105	121
VWoA	36,700	105	133
VOLVO (imp.)	16,000	53	101
YUGO (imp.)	800	28	48
Domestic car	1,205,000	61	64
Imported car	628,423	99	96
TOTAL CAR	1,893,000	68	78
Domestic truck	1,039,000	81	90
Imported truck	181,000	83	91
TOTAL TRUCK	1,221,400	81	90
TOTAL STOCK	3,115,000	73	77

Saturn tops March sales per dealer

KAREN DETKOWSKI
Statistician

The Saturn marque and marketing philosophy are hitting their stride. Saturn Corp. had a record month in March, and Saturn dealers topped the *Automotive News* calculations for sales per dealer with an average of 116 each.

Toyota was a distant second in March, at 75 units. Toyota dealers weren't unhappy; they improved from February by seven more cars and five more trucks on average.

Of 39 makes, 27 improved in March, eight remained in line with February and four declined.

At Infiniti, March sales rose 45 percent over February, reflecting 46 sales per dealer. William Bruce, Infiniti vice president and general manager, said "March was a terrific sales month for all of our products, especially for the Q45, which had a banner month."

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Mar. Total	Feb. Total
Saturn	116	—	116	103
Toyota	54	21	75	63
Lexus	69	—	69	68
Ford	23	28	50	45
Honda	50	—	50	49
Infiniti	46	—	46	24
Mazda	32	9	40	26
Chevrolet	19	20	39	35
Acura	35	—	35	32
Nissan	23	12	35	35
Dodge	8	18	26	22
Hyundai	24	—	24	14
Mitsubishi	20	3	23	31
Volvo	20	—	20	12
Pontiac	17	1	18	16
BMW	15	—	15	10
Subaru	14	—	14	10
Oldsmobile	13	1	14	11
Mercedes	14	—	14	12
Buick	14	—	14	15
Isuzu	2	12	14	11
Jeep	—	14	14	11
Cadillac	12	—	12	13
Mercury	12	—	12	12
GMC	—	11	11	10
Plymouth	5	6	11	10
VW	10	0	10	9
Saab	9	—	9	5
Lincoln	9	—	9	8
Suzuki	2	6	8	4
Daihatsu	5	2	7	7
Jaguar	5	—	5	5
Audi	5	—	5	3
Chrysler	4	0	4	4
Range Rover	—	3	3	3
Eagle	3	—	3	3
Yugo	3	—	3	2
Alfa Romeo	2	—	2	2
Porsche	1	—	1	2

Mitsubishi to offer 'fuzzy logic' on car

TOKYO — Mitsubishi Motors Corp. last week introduced an active-control system based on so-called "fuzzy-logic" computer chips. The system, which will be used in an unspecified model, adjusts the car's control systems to various driving conditions.

Fuzzy-logic computers are so named because of their ability to understand such ambiguous conditions as "slightly icy."

— Mary Ann Maskery

AUCTION DIRECTORY

AUCTION SERVICES

AUTOMOBILE TRANSPORT SPECIALISTS INC.
48 STATE ICC AUTHORITY
Call Us for Nationwide Service at reasonable rates
1-800-621-4834

TENNESSEE

A.D.E. of Memphis, 5400 Getwell, Memphis, Tenn. 38118. 901-365-6300. Every Tues., 10 AM; Regular Consignment & repo sale.

TEXAS

Alamo Auto Auction, 2719 Fredericksburg, San Antonio 78201. 11:30 a.m. Thursday. Repos, leases, consignments. Charles, 800-462-5686. So. TX independent auction.

TEXAS

San Antonio Auto Auction, 1500 Ackerman Rd., San Antonio, Texas 78219. Sale every Weds. Contact: Frank Post or Michael Milikien, 512-661-4200.

VIRGINIA

Fredericksburg Auto Auction, 703-898-4900. 4907 Jefferson Davis Hwy, Fredericksburg, VA. Sale every Thurs. 9:30 am. Full service auction-fleet, lease & repos.

WISCONSIN

Metro Milwaukee Auto Auction. GM Sponsored auctions Tues., consignment sale Wed., Chrysler Cr, FMCC, GMAC, Thrifty RAC, Isg. 1-800-662-2947, Caledonia, WI.

Interstate Auto Auction, I-90/94 & Hwy. 33, Portage, WI. Every Thurs. 11 A.M. Chrysler Cr., Fleet/Lease, Bank Repos. Salvage Auction service also available thru affiliate. Tom Francois or Rich Jacobson, 608-742-8245.

NISSAN
Debt rating takes a hit

continued from PAGE 3

man said. "But we think that capital investment and r&d are necessary for the long term. It is inevitable."

The change in rating, he said, "will increase our interest burden, and our profit will be affected."

With its profit drying up in a shrinking worldwide market, Nissan will have to increasingly resort to more expensive debt to come up with funds for new products, new technology and better distribution and marketing.

Nissan's borrowings in the just-ended fiscal year totaled 270 billion yen (about $2 billion at current rates) at an average interest rate of 7 percent. The company estimates it will need to raise "at least" another 200 billion yen this fiscal year.

Doying estimates the rating change will add .05 percentage point to Nissan's interest expense, or an indicated 100 million yen (about $770,000) on 200 billion yen in new debt.

To help ease its cash bind, Nissan earlier this year took the highly unusual action of raising prices on commercial vehicles in Japan by 4 percent — the first such increase since 1974. Since Nissan's move, Mazda Motor Corp., Mitsubishi Motors Corp. and Toyota have followed suit with increases slightly below 4 percent.

Price hikes are virtually unknown in the Japanese market because there is no U.S.-style model year, and price increases are incorporated into model changes.

According to industry sources, the makers are now considering an industrywide price increase on passenger cars, although such a move would be opposed by both dealers and consumers.

"If a price increase is implemented now, it will only accelerate the severe conditions in the market," said Kenichiro Ueno, president of the Japan Automobile Dealers Association.

Mazda not worrying over Miata decline

LINDSAY CHAPPELL
Staff Reporter

If March sales are any indication, the bloom may be fading from one of Mazda Motor Corp.'s brightest roses.

Sales for Mazda's Miata, one of the hottest sports cars on the market since it appeared in 1989, dropped by nearly half in March at 2,323 units, down from 4,476 a year earlier. Overall import car sales in March were off 4 percent.

So far this year, the Miata is more than 40 percent behind first-quarter 1991. At this rate, the year could close with Miata selling about 20,000 units — 16,000 less than it sold in 1990.

Officials at Mazda Motor of America Inc. pooh-pooh the idea that the Miata craze is winding down. The company projects 1992 sales of about 32,000.

"The winter months are traditionally slow for the car," company spokesman Fred Aikens said. "It always picks up when the weather turns warm."

One new stumbling block may be Mazda's own doing. The company introduced the snazzy MX-3 last fall that, although a completely different vehicle, treads uncomfortably close to the Miata.

Do Miata sales plus MX-3 sales equal Miata would-be sales?

"We're selling some MX-3s to people who probably came in looking for a Miata," says Ben Giles, general manager of Lindell Mazda in St. Petersburg, Fla. "We're still selling (Miatas), but Mazda has more product now. We're not keeping as many in inventory."

Washington-area GM dealers unite for advertising blitz

DAVID VERSICAL
National Editor

WASHINGTON — While American quality took a beating during the Big 3 chiefs' visit to Japan last January, General Motors dealer Jack Pohanka plotted a counterattack.

His plan: persuade consumers that GM's quality has improved despite the widespread perception that it hasn't.

"We feel that our products are damn good, but consumers aren't aware," says Pohanka, whose Pohanka Automotive Group in Marlow Heights, Md., sells Saturn, Chevrolet, Oldsmobile, GMC, Cadillac and eight other makes.

The results began airing yesterday, when GM dealers in the Washington area began a one-month, 1,000-ad blitz on local TV asking viewers to "discover" GM.

The campaign is unusual because six GM dealer groups combined to create it. Their ad agencies competed to create the spots.

Chevrolet's local agency, Deimaine-Vickers of Alexandria, Va., prevailed with a series that combines an owner's pitch for a product or division with a plug for GM.

Chevrolet, which accounts for about half of GM volume in the area, will be the focus of about half the spots.

Once the local dealers agreed on their plan, dealer Pohanka asked GM headquarters to help out.

"I thought I would be laughed out of the room," he says. Instead, the automaker gave $500,000 for the $1.5 million program.

If it works, the idea could be copied in other parts of the country.

While the owner testimonials in the Washington ads mention rebates, the focus is on product and features.

"I looked at the Lexus," says Oldsmobile Eighty Eight buyer Wes Buschow in one ad. "Are you smart to spend $20,000 more? I don't think so."

Saturn is the only GM make not featured in the ads. But GM's newest car division will take part in a related event May 2 in Tysons Corner, Va. On that day, GM will offer test drives to the public and a chance to talk to workers who designed and built the car. Showroom salespeople won't be there.

Organizers insist they are not bashing Japan with the campaign. But according to GM spokesman Bill Noack, there probably isn't a more important city for these ads to run than Washington.

CLASSIFIEDS
313-446-6065

CARS WANTED

USED POLICE CARS WANTED
Bello Motors
718-805-0870
All Years — Anywhere

WANTED WANTED
5,000
DIESEL OR GAS WORK VANS, 15 PASS. VANS, PICKUPS, 4X4's
'88 Thru '92 — For Export
Any Cond. High Mileage
Mr. Yes, 305-756-1000 - FAX 305-756-7419

WANTED
DODGE VIPERS
Cash Waiting, Buyers In Hand
Greg Nelson Dodge
Central Ohio's Most Aggressive Dealer
Marysville, OH
513-642-9000, ask for Mr. Greg Nelson

NEEDED
'92 OLDS + CADILLACS
MSO's required
GARRETT OLDS-CADILLAC
. 216-678-4705
Call: Jack Whapham

300 CARS WANTED
April 1st thru May 28th
• New '92 Mercedes Benz 300E (2.6) & 300 SE
• New '92 BMW 525 IA & 325 IA
• New '92 Honda Civic Sedans & Hatchbacks
48 States
Frank Hooley, Troy, N.Y., 518-273-1345
M-F, 10 a.m./4:30 p.m., EDT
No Brokers Please

IMPORTED CAR SALES, MARCH & YTD

	Mar. 1992	Mar. 1991	3 Mos., 1992	3 Mos., 1991
Integra	5,688	6,814	14,879	17,094
Legend	3,574	5,637	11,047	13,853
NSX	135	252	363	518
Vigor	1,120	0	3,270	0
ACURA	**10,517**	**12,703**	**29,559**	**31,465**
Milano	1	1	1	1
Spider	109	138	260	340
164	198	201	660	519
ALFA ROMEO	**308**	**340**	**921**	**860**
ASTON MARTIN*	**5**	**5**	**15**	**15**
S4	8	0	8	0
80	188	151	510	535
90	57	116	213	427
V8 Quattro	36	44	89	161
Coupe Quattro	8	34	50	96
100/200	1,236	435	2,669	1,105
100/200 Quattro	129	81	296	254
AUDI	**1,662**	**861**	**3,835**	**2,578**
3 series	2,886	2,202	7,015	5,257
5 series	2,002	1,785	4,128	3,678
635 CSi	0	1	0	4
7 series	528	376	1,354	860
850i	76	223	324	580
M3	15	40	48	105
M5	38	45	74	101
BMW	**5,545**	**4,672**	**12,943**	**10,585**
Geo Storm	4,770	5,401	15,300	14,014
Geo Metro (import)	922	1,122	2,709	3,126
Geo Metro (domestic)	*7,724*	*5,644*	*23,756*	*18,095*
CHEVROLET/GEO	**5,692**	**6,523**	**18,009**	**17,140**
Colt	1,648	1,796	4,444	5,121
Stealth	1,730	1,682	4,331	4,416
Summit (import)	1,218	617	3,151	1,705
Summit (domestic)	*479*	*520*	*1,278*	*1,345*
Vista	863	624	2,189	1,613
TC	0	312	0	471
CHRYSLER CORP.	**5,459**	**5,031**	**14,115**	**13,326**
DAIHATSU	**1,132**	**536**	**2,535**	**1,409**
FERRARI*	**80**	**80**	**240**	**240**
FORD Festiva	**2,950**	**3,678**	**9,957**	**8,814**
Civic/CRX (import)	4,782	5,631	14,588	14,807
Civic (domestic)	*11,925*	*9,710*	*32,409*	*24,336*
Accord (import)	5,858	11,977	17,908	26,150
Accord (domestic)	*23,039*	*32,917*	*67,768*	*66,477*
Prelude	3,337	2,023	9,254	5,161
HONDA	**13,977**	**19,631**	**41,750**	**46,118**
Excel	4,262	6,902	10,396	16,418
Sonata	1,051	2,073	2,629	5,155
Scoupe	1,592	3,030	3,645	6,752
Elantra	3,307	0	6,410	0
HYUNDAI*	**10,212**	**12,005**	**23,080**	**28,325**
M30	607	846	1,239	1,203
Q45	1,452	459	3,486	2,058
G20	1,228	1,084	3,594	2,895
J30	468	0	468	0
INFINITI	**3,755**	**2,389**	**8,787**	**6,156**
I-Mark	0	9	0	47
Impulse	360	338	842	893
Stylus	539	399	1,530	930
ISUZU	**899**	**746**	**2,372**	**1,870**
XJ6	533	786	1,162	1,557
XJS	181	252	825	560
JAGUAR	**714**	**1,038**	**1,987**	**2,117**
LAMBORGHINI*	**13**	**13**	**39**	**39**
ES250/300	3,408	1,616	8,961	4,644
LS400	3,023	2,843	8,531	7,242
SC400/300	2,057	0	6,520	0
LEXUS	**8,488**	**4,459**	**24,012**	**11,886**
LOTUS*	**27**	**27**	**81**	**81**
MASERATI*	**20**	**20**	**60**	**60**
323	2,207	2,259	5,185	5,366
Protege	10,149	4,060	19,136	10,850
626 (import)	61	1,805	301	4,630
626 (domestic)	*5,590*	*8,054*	*13,114*	*19,697*
MX-6 (import)	22	129	71	188
MX-6 (domestic)	*2,418*	*4,054*	*4,138*	*9,549*
MX-5 Miata	2,323	4,478	5,222	8,822
MX-3	2,376	0	6,436	0
929	2,244	1,583	5,797	2,882
RX-7	459	702	990	1,470
MAZDA	**19,841**	**15,015**	**43,138**	**34,208**
190 class	1,585	1,446	3,897	3,487
300 class	2,465	1,774	5,785	4,293
S class	1,214	1,134	3,837	2,755
SL Coupe/Roadster	453	845	1,277	1,963
Tourist	66	35	104	95
MERCEDES-BENZ	**5,783**	**5,234**	**14,900**	**12,592**
Tracer	3,048	4,284	10,010	12,634
Capri	1,398	1,690	4,533	4,291
MERCURY	**4,446**	**5,974**	**14,543**	**16,925**
Diamante	1,392	20	4,187	20
Mirage (import)	187	2,343	2,251	8,278
Mirage (domestic)	*641*	*863*	*2,825*	*4,401*
Galant	1,111	2,455	5,846	8,800
Sigma	1	22	2	79
Precis	97	188	409	770
3000GT	1,071	1,381	2,839	3,078
Expo LRV	428	0	1,199	0
Expo	482	0	2,141	0
Wagon	0	26	4	117
MITSUBISHI	**4,769**	**6,435**	**18,878**	**21,142**
Sentra (import)	3,916	1,816	11,910	5,095
Sentra (domestic)	*7,757*	*11,006*	*24,523*	*26,887*
Pulsar	0	0	0	9
NX	752	286	2,081	515
Stanza	3,749	6,592	11,828	15,163
Maxima	6,836	6,365	19,491	18,519
240SX/200SX	1,961	2,596	4,619	6,723
300ZX	720	1,351	2,043	3,313
Hawaii	258	272–	258	561
NISSAN	**18,192**	**19,278**	**52,230**	**49,898**
PEUGEOT	**60**	**347**	**211**	**1,011**
PONTIAC LeMans	**1,659**	**3,055**	**4,566**	**7,368**
944S/Cabriolet	122	85	231	194
911 Carrera 2	132	298	494	555
911 Turbo	37	46	172	78
911 Carrera 4	55	87	244	191
928S4/GT	15	17	49	66
PORSCHE	**361**	**532**	**1,190**	**1,084**
ROLLS/BENTLEY*	**22**	**22**	**66**	**66**
900	685	869	1,251	1,494
900S	937	1,006	1,652	1,736
900 Turbo	482	775	914	1,396
9000S	511	521	862	888
9000CD	287	326	589	605
9000 Turbo	200	249	358	456
Tourist	22	8	22	16
SAAB	**3,124**	**3,754**	**5,648**	**6,591**
STERLING	**0**	**240**	**0**	**655**
Legacy (import)	1,198	3,039	2,830	5,326
Legacy (domestic)	*6,519*	*4,588*	*12,741*	*10,198*
Loyale	1,928	2,796	5,861	8,236
XT/XT6	0	283	0	607
Justy	411	733	972	2,190
SVX	426	0	983	0
SUBARU	**3,963**	**6,851**	**10,646**	**16,359**
Swift (import)	537	404	1,456	1,123
Swift (domestic)	*12*	*96*	*55*	*130*
SUZUKI	**537**	**404**	**1,456**	**1,123**
Corolla (import)	7,302	7,155	20,025	18,442
Corolla (domestic)	*12,248*	*10,545*	*30,181*	*24,493*
Paseo	3,458	0	9,345	0
Tercel	9,544	9,039	24,198	24,906
Celica	4,641	8,203	11,110	17,279
Supra	128	351	364	882
Camry (import)	7,292	7,002	19,372	17,991
Camry (domestic)	*18,978*	*17,693*	*48,996*	*40,679*
Cressida	319	917	933	2,588
MR2	638	1,130	1,580	2,934
TOYOTA	**33,322**	**33,797**	**86,927**	**85,022**
Cabriolet	1,074	548	2,017	1,245
Corrado	397	663	957	1,708
Jetta	2,801	2,767	7,693	7,706
Golf/GTI	1,226	1,170	3,258	3,117
Passat	965	1,418	2,928	4,230
Quantum	0	0	0	1
Fox	1,012	1,625	3,133	4,127
VOLKSWAGEN	**7,475**	**8,191**	**19,986**	**22,134**
240 series	2,737	3,273	5,922	7,809
700 series	2,045	2,571	5,066	7,072
940 series	3,347	1,495	7,607	3,406
Tourist	19	19	49	52
VOLVO*	**8,148**	**7,358**	**18,644**	**18,339**
YUGO	**518**	**146**	**1,412**	**758**
IMPORT TOTAL	**183,675**	**191,391**	**488,738**	**478,359**

*Estimate • Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Dellkowski

Light trucks pick up April 1-10 sales

EDWARD LAPHAM
Managing Editor

The spring sales recovery is stuck in low gear. Early April new-vehicle sales failed to pick up momentum because of lingering consumer reluctance.

April 1-10 sales of domestic and imported light vehicles totaled 302,675, up just 4.0 percent over the dismal early-April period last year.

Sales of domestically produced light-duty trucks were up 10.4 percent and provided what little impetus there was in the period, signaling that the recovery is still in the formative stages.

Although commercial purchases are accelerating, consumer activity remains sluggish.

"There was some pretty genuine disappointment in the early April results," said auto analyst William Pochiluk, president of Autofacts Inc. in Paoli, Pa.

Pochiluk expects some movement in the sales numbers soon as fleet purchasers get back in the market.

"Fleet numbers have been very weak, but they're coming back," Pochiluk said.

"Some of the major fleets will come back into the market over the next six to eight weeks to recycle last fall's six-month program cars. That should make the numbers look pretty good."

New-vehicle inventories are ready for the recovery. Dealer stocks of new cars and trucks at the beginning of the month were slightly higher than recent April 1 levels.

Total new-car and truck inventories for domestic and import makers equaled a 73-day supply at the beginning of the month, compared with a five-year average of 69 days on April 1. (See inventory table on Page 27.)

Domestic car stocks were the leanest with a 61-day supply; imported-car stocks on April 1 were 89 days.

There was an 81-day supply of domestically produced light trucks at the beginning of the month. The stock of imported trucks was 83 days.

Although sales of domestically produced trucks were up dramatically in early April, imported-truck sales were off 7.1 percent at 10,794.

In early April, sales of domestic cars rose 2.7 percent to 151,476 units, while imported-car deliveries declined 2.6 percent to 40,213.

General Motors, which posted a 2.2 percent sales decline in early April, started the month with a 76-day supply of vehicles.

Ford Motor Co., which was up 10.1 percent in the April 1-10 period, had a 67-day supply as of April 1.

It was estimated that Chrysler Corp. sales were up 14.7 percent in the 10-day period.

Chrysler began the month with a 69-day supply of vehicles.

Piech to take helm at VW

FRANKFURT — As expected, the Volkswagen AG supervisory board has officially named Ferdinand Piech, 54, to succeed Carl Hahn as chairman on Jan. 1, 1993.

Hahn, 65, has been chairman since Jan. 1, 1982. Piech, chairman of Audi AG, also is a director and major shareholder in Porsche AG.

During Hahn's 10 years as chairman, VW has moved ahead of Fiat Auto S.p.A. to become Europe's largest auto manufacturer. He also set the company on a massive international expansion course.

Piech succeeds Hahn

Under Hahn, VW has acquired Spain's Seat SA; set up the Autolatina joint venture in Brazil with Ford Motor Co.; created two joint ventures in China; and acquired a controlling interest in Skoda, the Czechoslovakian state-owned carmaker.

The board said Hahn had recommended Piech as his successor "as a means of assuring the continuity of the policies he had himself pursued" at the helm.

The board named Daniel Gouedevert, 50, deputy chairman of the board of VW. He will combine the new job with the post of chairman of the VW-brand board of management that he currently holds.

— Diana T. Kurylko

Mercedes exec goes to PR firm

LOS ANGELES — The head of Mercedes-Benz of North America Inc.'s western region, Gerald Giaquinta, has left the company to become president and chief executive officer at Bob Thomas & Associates, a Manhattan Beach, Calif., public relations agency.

Giaquinta, 40, says he hopes to expand the agency into such areas as public affairs and government relations. It currently handles the Nissan and Infiniti accounts for Nissan Motor Corp. in U.S.A.

Agency founder Bob Thomas will remain chairman of the firm.

Before joining Mercedes' public relations staff in 1989, Giaquinta worked at Toyota Motor Sales U.S.A. Inc. for 10 years.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Apr. 1-10, 1992	Apr. 1-10, 1991
ALFA ROMEO (imp. car)*	**62**	**68**
Acura (imp. car)	**2,345**	**3,007**
Domestic car	10,461	10,312
Imported car	3,731	4,770
Honda	**14,192**	**15,082**
AMERICAN HONDA	**16,537**	**18,089**
ASTON MARTIN (imp. car)*	**1**	**1**
BMW (imp. car)*	**1,109**	**934**
Domestic car*	2,384	2,306
Imported car*	0	62
Domestic truck*	119	97
Chrysler Division*	**2,503**	**2,465**
Domestic car*	6,713	6,492
Imported car*	539	595
Domestic truck*	13,495	10,999
Imported truck*	95	76
Dodge*	**20,841**	**18,162**
Domestic car*	699	676
Imported car*	244	123
Eagle*	**942**	**799**
Domestic truck*	5,212	4,249
Jeep*	**5,212**	**4,249**
Domestic car*	3,905	3,776
Imported car*	310	225
Domestic truck*	4,974	4,055
Plymouth*	**9,188**	**8,056**
Domestic car*	13,700	13,250
Imported car*	1,092	1,006
Domestic truck*	23,800	19,399
Imported truck*	95	76
CHRYSLER CORP.*	**38,687**	**33,731**
Imported car*	226	107
Imported truck*	104	53
DAIHATSU*	**330**	**160**
FERRARI (imp. car)*	**16**	**16**
Domestic car	30,764	25,588
Imported car	840	1,341
Domestic truck	37,676	33,153
Ford Division	**69,280**	**60,082**
Domestic car	4,028	4,230
Lincoln	**4,028**	**4,230**
Domestic car	8,542	9,792
Imported car	1,532	1,647
Mercury	**10,074**	**11,439**
Domestic car	43,334	39,610
Imported car	2,372	2,988
Domestic truck	37,676	33,153
FORD	**83,382**	**75,751**
Domestic car	10,610	12,405
Buick	**10,610**	**12,405**
Domestic car	5,671	5,884
Cadillac	**5,671**	**5,884**
Domestic car	24,188	28,254
Imported car	1,888	2,748
Domestic truck	25,868	27,076
Imported truck	154	41
Chevrolet	**52,098**	**58,119**
GMC	**7,644**	**6,870**
Domestic car	11,454	11,370
Domestic truck	705	687
Oldsmobile	**12,159**	**12,057**
Domestic car	15,991	14,447
Imported car	854	1,288
Domestic truck	1,134	615
Pontiac	**17,979**	**16,350**
Domestic car	4,436	1,379
Saturn	**4,436**	**1,379**
Domestic car	72,350	73,739
Imported car	2,742	4,036
Domestic truck	35,351	35,248
Imported truck	154	41
GENERAL MOTORS	**110,597**	**113,064**
HYUNDAI*†	**2,042**	**2,401**
Imported car*	180	149
Domestic truck	699	557
Imported truck*	1,467	1,946
ISUZU*	**2,346**	**2,652**
JAGUAR (imp. car)*	**143**	**208**
LAMBORGHINI (imp. car)*	**3**	**3**
LOTUS (imp. car)*	**5**	**5**
MASERATI (imp. car)*	**4**	**4**
Domestic car	1,447	1,985
Imported car*	3,968	3,003
Domestic truck	116	189
Imported truck*	1,552	2,019
MAZDA*	**7,083**	**7,196**
MERCEDES-BENZ (imp. car)*	**1,157**	**1,047**
Domestic car	1,726	2,091
Imported car*	954	1,287
Imported truck*	293	313
MITSUBISHI*	**2,972**	**3,691**
Infiniti	**751**	**478**
Domestic car	1,602	2,044
Imported car*	3,638	3,798
Domestic truck	2,045	2,173
Imported truck*	2,562	2,904
Nissan*	**9,847**	**10,919**
NISSAN MOTOR CORP.	**10,598**	**11,397**
PEUGEOT (imp. car)*	**12**	**69**
PORSCHE (imp. car)*	**72**	**186**
RANGE ROVER (imp. truck)*	**54**	**64**
ROLLS/BENTLEY (imp. car)*	**4**	**4**
SAAB (imp. car)*	**625**	**751**
STERLING (imp. car)*	**0**	**48**
Domestic car	601	631
Imported car*	793	1,370
SUBARU*	**1,394**	**2,001**
Imported car	107	81
Imported truck	369	385
SUZUKI†	**476**	**466**
Lexus (imp. car)	**1,681**	**914**
Domestic car	6,255	3,825
Imported car	6,817	5,210
Domestic truck	505	0
Imported truck	4,125	3,727
Toyota	**17,782**	**12,852**
TOYOTA MOTOR SALES	**19,383**	**13,776**
Audi (imp. car)*	**332**	**172**
Imported car*	1,495	1,638
Imported truck*	20	91
Volkswagen*	**1,515**	**1,729**
VWoA*	**1,847**	**1,902**
VOLVO*†	**1,638**	**1,472**
YUGO (imp. car)*	**184**	**29**
Domestic car	**151,476**	**147,487**
Imported car	**40,213**	**41,282**
TOTAL CAR	**191,689**	**188,769**
Domestic truck	**180,192**	**90,719**
Imported truck	**10,794**	**11,619**
TOTAL TRUCK	**118,986**	**102,338**
TOTAL CAR & TRK	**302,675**	**291,107**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Employer spiffs spur vehicle sales

ARLENA SAWYERS
Staff Reporter

Cimco Inc. expected maybe a "couple of dozen" takers when it offered $1,500 to any employee who bought a new Big 3 vehicle.

But from mid-January to the end of March, the sheet metal tooling supplier paid $160,500 to 107 workers who bought new Chrysler Corp., Ford Motor Co. or General Motors vehicles. The company has 300 employees.

Cimco of Warren, Mich., is one of several auto suppliers and other companies that took up the cause of the ailing U.S. auto industry by offering cash to employees who buy or lease Big 3 vehicles or vehicles built in North America.

The cash incentives usually range from $100 to $2,000.

GM, Ford and Chrysler sweetened the deal by matching the companies' offers up to $1,000 in addition to their national and regional incentives.

Chrysler's matching program expires April 30; the programs at Ford and GM are scheduled to end June 4.

John Ausilio, Cimco executive vice president, was so proud of his employees that he invited the 107 new-vehicle owners to a champagne party.

The movement sprouted from a dismal economy and Japanese officials' unflattering assessments of U.S. auto workers and the vehicles they build.

Torrington Co. of Torrington, Conn., a supplier of bearings and precision components, is another company that came to the aid of the Big 3.

The subsidiary of Ingersoll-Rand Co. limited its $2,000 employee incentive to purchasers of GM, Ford and Chrysler products made in North America.

Four weeks into the program, 400 of the company's 9,000 employees had applied for the cash.

While the effort is informally dubbed "Buy American," some firms offering employee incentives say the label is a misnomer. The idea, they say, is to stimulate auto sales and boost the U.S. economy, not to bash Japan or Japanese manufacturers.

"It was about putting people back to work," said David Lippy, a spokesman for Jump Start America, a Warren, Ohio, organization that urged businesses to offer their employees cash incentives to buy vehicles assembled in the United States.

Jump Start America was begun by Lippy's father, William Lippy, a Warren, Ohio, surgeon, who offered his 35 staff members $600 each if they bought vehicles made in the United States.

So far, three have purchased new vehicles.

Chrysler was pleased with the companies' efforts and sent them letters explaining the matching fund program, a Chrysler spokesman said.

It's difficult to determine what, if any, effect "Buy American" has had on vehicle sales.

But the Big 3 gained 0.8 of a point of market share in the first quarter while the Japanese makes lost 0.5 of a point.

The cash offer encourages people who were planning to buy new vehicles to buy them sooner rather than later.

"We wanted employees to do something now, not in six or 12 months," said Jim Buckley, executive vice president of Saginaw Machine Systems Inc., a Saginaw, Mich., machine tool manufacturer.

Twenty-nine of Saginaw Machine's 146 employees bought Big 3 vehicles during a 60-day period and received $1,000 from the company.

Monsanto Chemical Co. of St. Louis, a supplier to all automakers including the Japanese, has paid $1,000 to 1,288 of its 12,000 employees who bought or leased vehicles assembled in North America.

"We feel we're going to hit the 2,400 mark," said Carl Moskowitz, director of Monsanto's "Project Get Rolling."

Could you sell 300* MORE units over your current 1992 projections?

Jim DeVoe, President
Auto Credit
DeVoe Chevrolet • Cadillac

YOU CAN DO IT!
Dealer Carried Financing is the Answer!

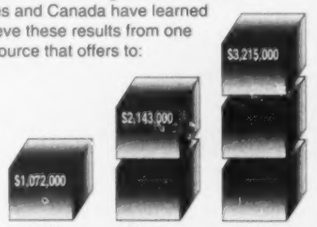
FACT: Dealers lose sales because customers can't get approved by conventional lending institutions.
FACT: DCF, or Buy Here-Pay Here, is the fastest growing profit center in the auto industry.
FACT: Dealers can enter this profitable business and have their investment back in 18 months.
FACT: Over 650 Dealer Organizations from the United States and Canada have learned how to achieve these results from one source. A source that offers to:

- Increase Total Units Sold
- Maximize Your Gross Sales
- Limit Initial Investment
- Generate Significant Net Profits
- Give the Highest ROI
- Benefit Your Employees
- Supply a Service to Customers

CALL NOW for more information!

1•317•668•1554

*Avg. result of over 100 dealers trained in our Auto Credit Seminar in 1991.



Five Year Projected Net Profits

Auto Credit II
DEALER CARRIED FINANCE PROGRAM

The Proven System
From the Proven Team

SEMINARS • 30 GROUPS • FRANCHISES • COMPUTERS • CONSULTANTS

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

ISUZU (expires June 30)

Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750

Dealer has the option of sharing rebate with buyer.

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)

Legend sedan	$2,500
Legend coupe	$3,000

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)

Corvette ZR-1	$2,000
Other Corvette	$1,000

CHRYSLER CORP. (1991-92 models; expires June 30)

Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750

HONDA

Accord, Prelude (1991, no expiration date)	$500

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)

Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750

NISSAN (expires May 4)

240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)

LeMans	$1,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (expires June 2)

Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date

SUZUKI (expires Aug. 3)

Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000

TOYOTA (expires June 2; 1991-92 models unless otherwise noted)

Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000

VOLVO (1992 models; expires May 31)

240-GL, 940-GL	$1,000

HONDA

Officials working to replace Irimajiri

continued from PAGE 3

under no circumstances will the reorganization be scrapped.

"The management structure will not change," said Kawamoto in response to a series of questions submitted by *Automotive News*.

"From an operational point of view, his absence is a minus. But we're trying to fill the gap with our existing management team. It might take some time, but I'm convinced we can do it."

The new structure was announced on March 15, 1991, a date now referred to inside Honda with a kind of "Year Zero" sense of importance. The changes effectively brought Honda into the modern era of management by implementing basic direct-line responsibility for top executives in place of a clumsy consensus system and a collection of vaguely defined board-level positions.

SPLITTING THE BUSINESS

The year-ago changes split the auto, motorcycle and power products businesses into three autonomous groups and established a more centralized, top-down structure with clear lines of authority.

The major emphasis of the born-again Honda is now on regional product development and faster decision-making.

The auto division was set up with two big groups — product development and manufacturing under Irimajiri, and sales and marketing under Munekuni. Kawamoto wears two hats, running the automobile division as well as serving as president of the corporation.

"Now everyone has very clear responsibilities," said the Honda spokesman. "It is as if top management stepped down to take line responsibilities."

Below the top three are only four senior managing directors. They include Hiroyuki Yoshino, president of Honda of America Manufacturing, Inc. — the man likely to replace Irimajiri — and Koichi Amemiya, president of American Honda Motor Co.

Previously, Honda's president and executive vice presidents had no specific responsibilities, and most other board members had only slightly more defined realms of expertise. Yet the board was linked directly with each operating division, a system that made swift response to external conditions difficult.

"I have noticed a definite improvement in our determination to speed up decision making, especially at the top level," said Kawamoto. "But it is too early to evaluate the total results. It will take at least two years for the changes to spread throughout the organization."

"Considering the current economic conditions in the global market, I'm more convinced we were correct in doing the reorganization," he said.

ANALYSTS APPLAUD

Most industry analysts have applauded the reorganization.

"I think what they did a year ago was the right thing to do," said Ben Moyer of Merrill-Lynch's Tokyo office. "They needed somebody in charge of each division, not only to boost revenues, but to control costs."

Stephen Usher, auto industry analyst at Kleinwort Benson International in Tokyo, said it is still too early to assess the merits of the reorganization.

"It will take two or three years," he said. "In certain cases it may require a whole new product cycle, four years. But there is a sharp improvement in morale at Honda."

Endo also says the changes improved morale. But the shift from a consensus style to less democratic rule by Kawamoto, Munekuni and Irimajiri carried inevitable problems, he said.

"It is still too early to say if it is successful or not," said Endo. "But by looking at the resignation of Mr. Irimajiri and various rumors, many people seem to think it was not necessarily successful so far."

Endo even speculated that Irimajiri's leaving could result in a return of the former system.

"It is possible, but it is too soon for it to happen," he said.

While the reorganization seems appropriate for a company grown to Honda's size — 85,500 employees worldwide — Endo said the company owes its success to the management methods of founder Soichiro Honda.

CHANGING THE CHEMISTRY

To therefore adopt a system no different from Toyota or Nissan means "Honda may have lost its uniqueness," he said.

For Kawamoto, the major objective of the reorganization was to change the "chemistry" of Honda, to improve decision-making and to make the process more efficient and effective.

"Our corporate culture, a challenging spirit, remains unchanged," he said. "The fact that we are undergoing reorganization is itself extremely challenging."

While centralizing management in Japan, Honda also decentralized product development, thrusting more self-reliance onto its American and European operations.

But the surprise resignation of Irimajiri and the resulting need to rethink the top-tier structure that hinged on the individual abilities and personalities of the ruling troika sent Kawamoto and associates behind closed doors to work out a new top-level set-up.

Usually among the most accessible of Japanese chief executives, Kawamoto has been notably inaccessible of late.

"Since Iri resigned, Mr. Kawamoto has been very hard to reach," said a Honda official.

The company also is awash in speculation about the cause of Irimajiri's resignation. Indeed, almost no theory for why a man would leave a company has not turned up in rumor form.

Irimajiri has been not been seen for weeks and his house is vacant.

Reportedly, Irimajiri told Kawamoto shortly before resigning his job on March 16 that, "I'm totally exhausted, both physically and mentally. I can no longer take on the arduous tasks this job demands, so I wish to resign."

According to Usher, the resignation of Irimajiri is a huge question mark because no one really knows the truth.

"There is a certain amount of uncertainty now," he said. "The resignation and the way it was handled are the causes of that uncertainty."

Irimajiri remains a member of the boards of Honda Motor Co. and Honda R&D, but not an executive. Temporarily, Munekuni is taking all the manufacturing responsibilities, while Kawamoto runs Honda R&D.

"Someone or some people will replace Irimajiri," said Usher. "But I don't think you'll see Munekuni take on a significant increase in responsibilities." Finding someone of Irimajiri's stature to step in would be difficult, he reckoned.

Sources say Honda of America Manufacturing's Yoshino is the probable successor to Irimajiri. But the size and division of responsibility of the top management team could change drastically. For example, a company official speculated that there may be only a president, Kawamoto, and a single executive vice president, Munekuni, but the range of duties that had been handled by the three men could be spread over as many as five.

Or alternatively, a fourth or even fifth executive vice president could be named.

However, Honda officials insist that the basic precepts set forth a year ago will not be diluted.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHEVROLET

1992 models

Expires June 4 unless otherwise noted. In lieu of rebate, finance rate of 6.9 percent is offered.

Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro	$500
Geo Storm and Prizm, Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$,1000
G-Van (upfit; expires April 30)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro (expires April 30)	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab, expires April 30)	$400

1991 models

Expires May 4 unless otherwise noted. In lieu of rebate, finance rate of 6.9 percent is offered.

Same as 1992 models with the following exceptions:

Geo Metro conv. (expires May 4)	$1,000
Geo Metro Tracker (expires May 4)	$750-1,000
Astro (expires April 30)	$400

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.

1991-92 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500

FORD MOTOR CO.

1992 models

Expires June 30. In lieu of rebates, inance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500

1991 models

April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires June 30)	
DeVille, Brougham	$1,500
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500

1991 models

Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
GMC	
Same as 1992	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	

HYUNDAI (expires June 2)

Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500

MITSUBISHI (expires April 30)

Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

SUBARU (expires June 2)

Loyale (1991-92, fwd sedan, awd wagon)	$500

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
GENERAL MOTORS		
Arlington, Texas	4/20, 4/27,	*
Buick Roadmaster		
Chevrolet Caprice		
Cadillac Brougham		

†Plant closed for retooling until spring 1992
*Model changeover
Source: Automotive News Data Center

YUGO

War drives final nail in importer's coffin

continued from PAGE 1

dition. "I asked him, 'How grave?' And he asked me if I'd like to buy a desk and some chairs."

Yugo owes "millions," but its assets represent "a much, much lower number," said Bruce Buechler, a Roseland, N.J., attorney representing Yugo in U.S. Bankruptcy Court in Newark, N.J., where the petition was filed.

Buechler said some dealers were told last week before the filing that Yugo was thinking about quitting.

The political turmoil and civil war in the Yugoslavian federation finally did Yugo in. The U.S. company couldn't get cars out of the Serbian republic, where parent company Zavodi Crvena Zastava is located, and Zastava was having problems getting components in.

The "uncertainties" in Yugoslavia "made it impossible to provide Yugo America Inc. with a regular and dependable supply of vehicles and necessary financial support," the company said in a prepared statement. Zastava "is presently investigating the possibility of continuing to supply spare parts for Yugo vehicles in the United States."

Despite the problems in Yugoslavia, Yugo never really recovered from declaring Chapter 11 bankruptcy in January 1989. Yugo, which had been an independent distributor, managed to reorganize itself and emerge from bankruptcy a year later as a wholly owned subsidiary of Zastava and Genex, a Yugoslavian trading company.

But the damage was done, especially with Yugo's dealers, who were among the largest creditors. Yugo co-founder William E. Prior, who rejoined the company in April 1991 only to quit again seven months later, said he was shocked to find when he came on board that Yugo had fewer than 10 dealers actively pursuing Yugo sales. As of Jan. 1, the company had 157 dealers.

Yugo's fundamental problem was the poor quality of its early imports, rated by *Consumer Reports* as the worst car it had ever tested.

"It's a dirty shame. There was nothing wrong with those cars," said Ben Stepman, a Yugo dealer in Henderson, Nev. "If you put a Ford badge on those cars, Ford couldn't build enough of 'em."

Yugo sales improved 86.3 percent in the first quarter of this year to 1,412. But apparently the company was selling out of inventory and never sold 1992 models.

Yugo entered the U.S. market in 1985. Its highest sales came in 1987, with 48,812 units.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 4/13-4/19/92	Actual 4/6-4/11/92	4/1-4/10/92	Year 1/1-4/10/92	Year 1/1-4/20/91
LeBaron J	1,200	1,414	3,456	14,994	12,541
New Yorker	240	217	457	4,820	2,468
Fifth Avenue	700	614	1,314	8,459	8,089
Imperial	80	59	139	1,374	2,125
Town & Country (trk.)	200	273	651	3,711	920
Total Chrysler Div.	**2,420**	**2,577**	**6,018**	**33,358**	**25,143**
Sundance	960	1,555	3,414	15,320	12,085
Acclaim	1,440	1,793	4,398	22,369	21,549
Voyager (trk.)	1,400	2,077	4,615	26,766	25,100
Voyager (Can. trk.)	1,912	2,799	6,482	41,917	31,023
Total Plymouth	**5,712**	**8,224**	**18,909**	**106,372**	**89,757**
Daytona	200	282	661	3,294	4,243
Shadow	1,920	2,449	5,798	23,172	15,038
Dynasty	1,320	1,289	2,609	21,463	33,206
Spirit	900	1,708	3,605	21,199	19,481
Viper	42	2	15	15	0
Monaco (Can.)	0	0	0	0	690
Caravan (trk.)	1,900	2,533	5,935	35,204	30,775
Caravan (Can. trk.)	2,384	3,651	8,152	54,901	41,477
Caravan C/V (trk.)	48	69	147	866	1,293
Caravan C/V (Can. trk.)	104	153	347	2,594	10,306
Dakota (trk.)	2,360	3,097	7,303	37,478	20,195
Ram pickup (trk.)	1,120	1,539	3,559	18,339	20,164
Ram wagon (Can. trk.)	440	538	1,297	7,328	5,885
Ram van (Can. trk.)	1,128	1,327	3,269	18,330	10,453
Total Dodge	**13,836**	**18,637**	**42,695**	**244,183**	**213,206**
Premier (Can.)	0	0	0	0	1,613
Cherokee (trk.)	2,860	3,562	8,583	43,378	29,334
Comanche (trk.)	32	43	107	803	1,613
Grand Cherokee (trk.)	1,300	1,448	3,719	11,796	0
Wagoneer (trk.)	0	0	4	325	951
Wrangler (Can trk.)	1,280	1,636	4,094	28,180	16,097
Total Jeep-Eagle	**5,472**	**6,689**	**16,587**	**84,482**	**49,608**
Total U.S. car	**8,972**	**11,382**	**25,866**	**136,479**	**130,825**
Total Can. car	**8**	**0**	**0**	**0**	**2,303**
Total U.S. truck	**11,220**	**14,641**	**34,623**	**178,868**	**130,345**
Total Can. truck	**7,248**	**10,194**	**23,641**	**153,256**	**115,241**
CHRYSLER CORP.	**27,448**	**36,127**	**84,129**	**468,395**	**378,714**
Escort	4,521	5,169	9,690	42,487	54,228
Mustang	2,240	0	3,789	23,717	18,523
Tempo	2,263	3,187	7,220	38,906	30,314
Tempo (Can.)	2,687	3,326	8,098	37,429	33,398
Taurus	6,451	7,934	18,757	110,614	90,879
Thunderbird	2,024	2,296	5,399	24,381	21,348
Crown Victoria (Can.)	2,134	2,442	6,045	30,123	28,128
Aerostar (trk.)	3,210	4,025	9,650	54,799	39,439
Bronco (trk.)	549	0	937	5,939	2,925
Explorer (trk.)	5,227	6,628	15,819	97,799	83,190
Mazda Navajo (trk.)	123	154	359	1,564	4,356
Econoline (trk.)	3,667	4,585	10,992	57,781	34,019
Heavy (trk.)	758	942	2,320	14,027	11,297
Light truck (trk.)	8,747	6,115	19,733	135,403	71,295
Light truck (Can. trk.)	2,444	0	4,286	45,035	23,624
Ranger (trk.)	6,566	7,318	18,217	82,129	69,980
Total Ford Division	**53,611**	**54,121**	**141,311**	**902,133**	**616,943**
Topaz	1,355	1,343	3,645	16,551	13,299
Topaz (Can.)	1,153	1,484	3,490	13,979	9,133
Cougar	856	1,304	3,241	17,168	15,628
Sable	2,329	2,903	7,305	37,058	29,662
Grand Marquis (Can.)	1,802	2,414	5,627	30,946	20,388
Mercury Villager (trk.)	52	0	52	52	0
Nissan Quest (trk.)	15	0	15	15	0
Total Mercury	**7,562**	**9,448**	**23,374**	**115,769**	**88,110**
Continental	954	1,200	2,749	12,363	17,780
Mark VII	0	0	124	2,375	3,105
Town Car	2,390	3,000	7,189	37,023	41,835
Total Lincoln	**3,344**	**4,200**	**10,062**	**51,761**	**62,720**
Total L-M Division	**10,906**	**13,648**	**33,435**	**167,530**	**150,830**
Total U.S. car	**25,383**	**28,336**	**69,107**	**362,643**	**336,601**
Total Can. car	**7,776**	**9,666**	**23,260**	**112,477**	**91,047**
Total U.S. truck	**28,914**	**29,767**	**78,094**	**449,508**	**316,501**
Total Can. truck	**2,444**	**0**	**4,286**	**45,035**	**23,624**
FORD MOTOR CO.	**64,517**	**67,769**	**174,746**	**969,663**	**767,773**
Skylark	808	1,107	2,584	19,902	35,082
Century	2,483	2,061	5,445	20,885	22,452
Regal (Can.)	2,480	3,100	7,387	25,274	34,813
Riviera	237	293	691	3,634	3,069
Park Avenue	1,249	1,549	3,321	19,161	26,337
LeSabre	3,082	3,580	8,601	43,069	33,219
Roadmaster sedan	0	0	493	15,663	0
Roadmaster wagon	255	310	697	4,153	8,007
Reatta	0	0	0	0	877
Total Buick	**10,594**	**12,000**	**29,218**	**151,741**	**163,856**
Eldorado	744	960	2,212	13,141	4,935
Seville	1,020	1,311	3,037	15,290	10,272
Brougham	0	0	0	2,170	5,943
DeVille	3,202	1,890	6,135	33,805	39,384
Allante	51	64	153	371	958
Total Cadillac	**5,017**	**4,225**	**11,537**	**64,777**	**61,492**
Cavalier	4,576	5,446	13,182	68,186	84,269
Camaro	1,704	1,740	4,027	18,807	11,400
Corsica-Beretta	3,840	4,654	11,142	58,946	64,125
Lumina (Can.)	4,980	6,226	14,725	62,093	55,755
Caprice	1,280	1,573	3,889	30,584	39,128
Corvette	377	479	1,029	5,337	7,175
Astro (trk.)	2,447	3,574	7,949	48,786	27,335
Blazer (trk.)	665	605	1,567	6,502	2,084
Lumina APV (trk.)	1,090	1,227	2,730	12,738	9,042
Mediums (trk.)	115	137	271	1,637	578
P-model (trk.)	440	542	1,301	6,173	5,130
Pickup (trk.)	5,394	6,846	16,243	76,584	68,114
Pickup (Can. trk.)	3,359	4,199	9,660	60,954	39,557
S10 (trk.)	3,594	4,882	11,224	53,454	69,548
S10 Blazer (trk.)	2,482	3,050	7,258	39,931	9,247
Sportsvan (trk.)	0	0	0	11,405	12,437
Sportsvan (Can. trk.)	1,223	1,529	3,583	22,364	13,075
Suburban (trk.)	1,500	1,363	3,444	13,655	7,132
Total Chevrolet	**39,066**	**48,072**	**113,223**	**558,136**	**525,131**
Achieva/Calais	1,940	2,339	5,702	37,643	34,554
Cutlass Ciera	2,834	2,998	6,739	36,410	19,712
Cutlass Ciera (Can.)	0	0	0	0	17,847
Cutlass Supreme	1,890	2,196	4,950	21,339	30,599
Toronado	126	167	378	2,276	2,171
Eighty Eight	1,454	1,740	3,942	24,578	19,118
Custom Cruiser wag.	64	117	225	1,515	3,736
Ninety Eight	942	573	1,953	9,612	23,683
Silhouette (trk.)	244	472	893	4,733	4,415
Bravada (trk.)	284	311	666	4,409	7,212
Total Oldsmobile	**9,778**	**10,913**	**25,447**	**142,515**	**183,047**
Sunbird	1,656	2,010	4,886	29,421	37,533
Grand Am	4,868	5,884	14,071	70,297	64,973
Firebird	440	460	1,054	6,874	3,426
Grand Prix	1,912	2,407	5,080	32,131	27,945
Pontiac 6000	0	0	0	0	9,420
Bonneville	2,099	2,604	5,475	29,939	20,940
Trans Sport (trk.)	925	1,177	2,515	8,493	5,448
Total Pontiac	**11,900**	**14,542**	**33,080**	**177,155**	**169,685**
Yukon-Jimmy (trk.)	215	195	532	2,098	751
Medium (trk.)	470	601	1,497	8,249	1,056
P-model (trk.)	83	34	152	825	1,061
Pickup (trk.)	2,224	2,583	6,399	30,006	34,192
Pickup (Can. trk.)	1,247	1,559	3,821	22,465	15,747
Syclone-Sonoma (trk.)	1,247	1,158	3,116	13,564	17,103
Typhoon-S15 Jimmy (trk.)	752	1,097	2,504	11,858	3,171
Safari (trk.)	1,047	1,579	3,447	19,655	10,175
Suburban (trk.)	833	757	2,029	8,630	6,943
Vandura (trk.)	0	0	0	5,803	4,800
Vandura (Can. trk.)	576	720	1,670	11,495	6,337
Total GMC	**8,894**	**10,233**	**25,167**	**134,648**	**101,336**
Total Saturn*	**3,550**	**4,437**	**10,649**	**55,833**	**17,532**
Total U.S. car	**48,683**	**54,949**	**131,740**	**736,972**	**711,974**
Total Can. car	**7,460**	**9,326**	**22,112**	**87,367**	**108,415**
Total U.S. truck	**26,051**	**32,190**	**75,735**	**389,188**	**306,974**
Total Can. truck	**6,405**	**8,007**	**18,734**	**117,278**	**74,716**
GENERAL MOTORS	**88,599**	**104,472**	**248,321**	**1,324,805**	**1,202,079**
Can. car	1,756	2,195	5,331	34,282	39,480
Can. trk.	1,098	1,373	3,314	21,437	17,347
CAMI†	**2,854**	**3,568**	**8,645**	**55,719**	**56,827**
DIAMOND-STAR†	**2,640**	**3,190**	**7,751**	**48,487**	**48,278**
Civic	1,985	2,077	5,024	26,531	28,753
Civic (Can.)	1,760	2,241	5,200	34,701	32,887
Accord	6,315	7,916	17,989	119,198	108,878
Total U.S. car	**8,300**	**9,993**	**23,813**	**147,729**	**137,631**
Total Can. car	**1,760**	**2,241**	**5,200**	**34,701**	**32,887**
HONDA	**10,060**	**12,234**	**29,212**	**182,430**	**170,518**
HYUNDAI Sonata (Can.)	**240**	**187**	**659**	**4,556**	**11,870**
MAZDA†	**1,224**	**1,251**	**3,838**	**17,622**	**45,927**
U.S. trk.	1,200	1,538	3,636	20,178	23,532
Can. trk.	132	166	398	2,464	2,371
NAVISTAR	**1,332**	**1,704**	**4,034**	**22,642**	**25,903**
Sentra	2,079	2,351	6,061	42,629	43,725
Pickup (trk.)	2,472	2,622	6,629	42,354	42,302
NISSAN	**4,551**	**4,973**	**12,690**	**84,983**	**86,027**
Geo Prizm	1,200	1,488	3,652	28,024	31,770
Toyota Corolla	1,800	2,491	5,696	35,765	32,271
Toyota Pickup (trk.)	1,000	1,256	2,863	12,045	0
NUMMI	**4,000**	**5,235**	**12,211**	**75,834**	**64,041**
Legacy	943	1,223	2,882	18,004	17,619
Pickup (trk.)	276	362	850	7,129	0
Rodeo (trk.)	520	626	1,522	12,450	0
Total U.S. car	**943**	**1,223**	**2,882**	**18,004**	**17,619**
Total U.S. trk.	**796**	**988**	**2,373**	**19,579**	**15,642**
SUBARU-ISUZU	**1,739**	**2,211**	**5,255**	**37,583**	**33,261**
Camry	4,645	4,326	11,675	71,876	68,934
Corolla (Can.)	1,190	1,486	3,556	22,549	20,940
TOYOTA	**5,835**	**5,812**	**15,231**	**94,425**	**89,874**
VOLVO 740,940 (Can.)	**129**	**150**	**324**	**2,166**	**2,698**
AM GENERAL (trk.)	**300**	**375**	**900**	**5,625**	**6,450**
MISCELLANEOUS (trk.)**	**1,920**	**2,400**	**5,760**	**36,000**	**42,750**
Total U.S. car	**105,869**	**120,980**	**290,479**	**1,640,230**	**1,605,555**
Total Canada car	**20,302**	**25,251**	**60,441**	**298,098**	**309,640**
Total U.S.-Canada Car	**126,171**	**146,231**	**350,920**	**1,938,328**	**1,915,195**
Total U.S. truck	**73,873**	**85,777**	**210,613**	**1,153,143**	**884,486**
Total Canada truck	**17,327**	**19,650**	**50,373**	**339,464**	**233,299**
Total U.S.-Canada truck	**91,200**	**105,427**	**260,985**	**1,492,607**	**1,117,785**
TOTAL U.S.	**179,742**	**206,757**	**501,092**	**2,793,373**	**2,490,051**
TOTAL CANADA	**37,629**	**44,901**	**110,813**	**637,562**	**542,939**
TOTAL U.S.-CANADA CAR & TRUCK	**217,371**	**251,658**	**611,905**	**3,430,935**	**3,032,990**

*Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Holiday trims output

ANNE E. WRIGHT
Chief Statistician

All assembly plants in the United States and Canada except Toyota Motor Manufacturing U.S.A. Inc.'s Georgetown, Ky., facility were closed on Good Friday.

Chrysler Corp., Ford Motor Co. and General Motors plants will be closed today under terms of their UAW contracts.

Last week's estimated U.S. and Canadian car and truck production slipped 13.6 percent below the prior week, but rose 3.4 percent from the year-ago week despite the Friday close.

U.S. car production was estimated at 105,869, down 12.5 percent from the prior week and down 1.9 percent from the year-ago week.

Year-to-date, U.S. car production is 1,640,230, up 2.2 percent from 1991.

Car production in Canada was estimated at 20,302 last week, down 19.6 percent from the prior week and down 10.3 percent from the year-ago week.

Canadian car production so far this year is 298,098, down 3.7 percent from 1991.

U.S. truck production was estimated at 73,873 last week, down 13.9 percent from the prior week and up 7.9 percent from the same week one year-ago.

Year-to-date, U.S. truckmakers have assembled 1,153,143 vehicles, an increase of 30.4 percent over the same period one year ago.

In Canada, truckmakers' estimated production last week was 17,327, down 11.8 percent from the prior week but up 55.6 percent from the year-ago week.

So far this year, truck production in Canada is 339,464, an increase of 45.5 percent over 1991.

The daily build rate of cars and trucks in the United States and Canada was 54,343 for the four-day holiday week, an increase of 8.0 percent over the prior week and 29.3 percent over the five-day week in 1991.

Production of the Jeep Wrangler at Chrysler's Brampton, Ontario, facility ended last week. Brampton employees are being transferred to the Bramalea, Ontario, plant, which is slated to begin production of the new Chrysler, Dodge and Eagle mid-sized sedans in June.

Production of the Wrangler will be shifted to Toledo, Ohio, where all other Jeep models are produced.

General Motors scheduled overtime last Thursday on the Suburban line at the Janesville, Wis., facility.

Ford scheduled daily overtime last week at the Atlanta; Chicago; and Kansas City, Mo., car plants.

The company also ran daily overtime at the Lorain, Ohio; Edison, N.J.; Louisville, Ky.; and Twin Cities (St. Paul, Minn.), truck facilities last week.

Chrysler did not schedule any overtime last week.